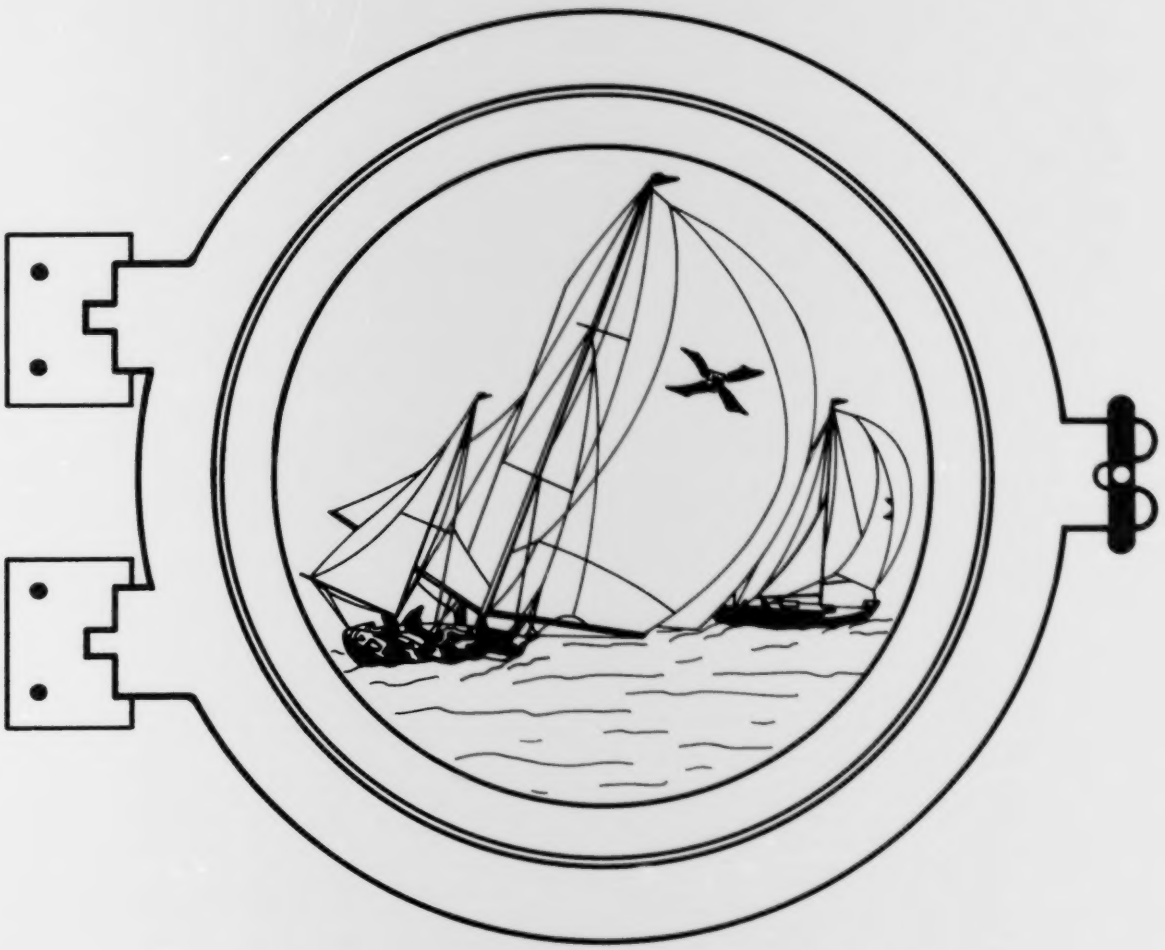
Review of Nova Scotia Tourism Statistics 1970-1985



Voluntary Planning
Tourism Sector - 1986

Nova Scotia
Department of Development
Hon. Roland J. Thornhill, Minister

REVIEW OF TOURISM STATISTICS
1970 to 1985

Voluntary Planning
Tourism Sector

June, 1986

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CHAPTER 1

STATISTICS COMMITTEE

STATISTICS COMMITTEE

Introduction

The previous edition of a "Review of Nova Scotia Tourism Statistics over the Past Decade" was produced in 1983. Interest in obtaining a copy was such that very shortly no more copies were available. The Statistics Committee of the Tourism Sector was therefore invited to update the previous information and produce a further edition. Their task was complicated by the fact that the Nova Scotia Department of Tourism's methods of data collection have changed. Also, some statistics were only gathered in recent years and therefore not all statistics are available from the same annual date base line. However, trends are more useful to the industry than an individual year's statistics.

Objective

The Statistical Review's objective is: "To have on record accurate statistical tourism data, agreed by government and industry, from which meaningful trends and conclusions can be drawn to assist the tourism sector in planning, marketing and development."

Conclusion

In presenting this review of statistical information, the Committee Chairman would like to thank all those who have contributed their time and effort over many months. In particular, Mr. Peter Giffin and Mr. Sergio Greguoldo of the Voluntary Planning division deserve a special vote of thanks for bringing this project to a successful conclusion.

Respectfully submitted,

Mike Broomfield

Michael A. Broomfield
Committee Chairman

CHAPTER 2

2. NOVA SCOTIA - SUMMARY OF PRINCIPAL TRENDS IN TRAVEL MODES AND ACCOMMODATION

NOVA SCOTIA - SUMMARY OF PRINCIPAL TRENDS IN TRAVEL MODES AND ACCOMMODATION 1970 - 1985

The following is a summary of the principle trends contained in this report. Despite changes in the methods of data gathering, and although all statistics are not available from the same date, trends are identifiable in the tourism industry.

Person Volume Visitation The number of non-resident overnight visitors entering Nova Scotia by air, auto, recreational vehicle and tour bus rose from 947,900 in 1967 to a peak of 1,371,300 in 1975 and has since declined by 244,300 to 1,130,000 in 1985. However, the 1985 figure is up 2.8% (30,600) over 1984.

Automobile* While accounting for nearly 74% of visitors in 1985, the motor vehicles share of total visitors has shrunk from 84% in 1967. Motor vehicle traffic rose from 1966 to a peak of 420,000 vehicles in 1977, and since then has declined to 418,772 in 1985.

American automobile traffic has declined 29% from 1970 to 1985, to a total of 75,355 vehicles in 1985; while traffic from Atlantic Canada has increased 82.5% to 257,563 vehicles in 1985 over the same period. Total Canadian traffic in 1985 was 82% and American traffic was 18%.

Average party size has declined from 1971 figures of 3.28 persons/party (Canadian) and 3.07 persons/party (American) to 2.55 persons/party in 1985 (for both American and Canadian parties).

Autos accounted for roughly 65% of total overnight visitors, while recreational vehicles accounted for 9%, for a total of 74% motor vehicles.

* Prior to 1984, vehicle counts conducted between June 1 and October 31. After 1984, counts started May 15 to October 31.

Air Travel Figures have fluctuated greatly during the past decade and are therefore somewhat suspect. The number of non-resident visitors coming to Nova Scotia by air is now approximately 20% of the visitors to Nova Scotia.

Tour Bus Tour Bus traffic has shown an increase from 16,900, 1970, to 54,567 in 1985 (1985 figure is for Motor Coach which includes bus and bus tour traffic). This growth has not been steady, and volumes had dropped significantly in 1982 and again in 1984. Motorcoaches account for 4% to 5% of the total share of visitors.

Fixed Roof Accommodations The Halifax/Dartmouth Tourist Region now accounts for 1,366,000 Guest Days (visitors and residents) or over 44% of the province's total. This region has steadily increased its share of guest days from 34.5% in 1973 to over 44% in 1985. Conversely, the other regions have experienced a static to declining percentage share in spite of increased Guest Days.

Guest days increased from 2,423,000 in 1973 to a peak of 2,608,000 in 1975; after a decline in 1976, they increased to another peak of 2,805,000 in 1981, followed by 6% decline in 1982. Since 1982, total guest days are now up to 3,094,000 in 1985.

In 1985, there were 422 licensed establishments, a decline of 43 establishments since 1973. The total number of rooms has increased by 6% over the same period, to 11,119. The trend for the past decade has been to fewer establishments with more rooms, although accommodation with 10 units or less have also increased.

Campgrounds While the figures may be a little suspect due to the method of gathering statistical information prior to 1980, campground registrations show an increase to 1977, then a plateau, followed by a steady decrease from 1979 to 1984.

Total registrations increased from 244,197 in 1974 to a peak of 281,957 in 1979, and has since declined to 130,092 (54%) in 1985, although overall registrations increased in 1985. Canadian (including Nova Scotian) registrations were down almost twice as much as American registrations. Nova Scotians now account for less than half the campground registrations.

Private campgrounds have decreased from 160 in 1974 to 136 in 1984 but total campsites have increased by 178 over the same period. The trend is therefore to fewer campgrounds with more sites.

The number of serviced campground sites has been very stable over the past 5 years after previous steady increases, while the number of unserviced sites continues to decline. There has been a trend to more seasonal camping.

CHAPTER 3

DEFINITIONS

DEFINITIONS

Glossary of Terms

The Definitions used by Statistics Canada have been used whenever possible in order to ensure compatibility with other surveys.

PART I: TRAVELLER AND TRIP CHARACTERISTICS

1. **Adult**

   An adult is a person 18 years and over.

2. **Resident**

   A resident is a person who has resided in Nova Scotia continuously for at least two months prior to the interview date.

3. **Non-Resident**

   Defined as a traveller who does not reside in Nova Scotia but who travels in the Province.

4. **Qualified Respondent**

   A qualified respondent is an adult or non-resident as defined above.

5. **Trip**

A trip occurs each time an individual or group travels away from his normal place of residence, for a distance of 50 miles or more one way.

6. **Main Destination**

The place designated by the traveller as the destination of his trip. If the traveller does not recognize any one place, it may be arbitrarily identified as the furthest point reached or where normally accessible only from the exterior. They include auto courts and motor courts.

7. **Traveller**

For analytical purposes, a traveller is DEFINED as any person who travels within the definition of a trip. Three of the most commonly accepted principles regarding classifications of travellers are:

1. the duration of stay (defined below)
2. area of residence
3. the primary objective of the trip

Definitional exclusions include migrants, students, crews, commuters, and temporary workers. Within this broad definition, travellers are sub-divided into the following groups:

a. Commuters; persons taking trips to their normal place of work or eduction providing they do not stop overnight.

b. Excursionist; a person who travels to a province for business, pleasure or personal reasons but does not stay overnight.

c. Tourist; a person who travels to a province for business, pleasure or personal reasons and spends at least one night in the Province.

8. **Trip Purpose**

Trip purpose refers to the main reason for a trip place. Travellers defined as business or non-business travellers.

a. Business Travellers - are defined as travellers whose primary objective is to carry out the duties of their business or professional interests. This group includes the following:

- persons attending a conference, convention, seminar, training course or lecture
- person buying, selling, inspecting, consulting, visiting associations, servicing customers.

b. Non Business Travellers - are defined as travellers whose primary objective is either recreational or personal in nature and not directly associated with business. This category therefore would include travellers on vacation, weekend recreational trips, people visiting friends or relatives, accompanying others to conventions, going to a wedding or funeral, attending a medical appointment, shopping for personal goods, etc.

9. **Travel Party**

A travel party consists of a group of persons who consider themselves to be travelling together in a unit. Many of their travel decisions are handled in common.

PART II: TRAVELLER ACCOMMODATIONS

10. Hotels

Hotels are commercial establishments in which units are either wholly or partially accessible from the interior. This definition includes all Motor Hotels, Motor Inns, and Apartment Hotels.

11. Motels

Motels are commercial establishments in which units are normally accessible only from the exterior. They include auto courts and motor courts.

12. Resort Hotels & Lodges

Resort hotels and lodges are defined as establishments which offer recreational activities in addition to accommodation and may be operational during the summer, winter or year long.

13. Cabin Cottage

A cabin or cottage is defined as a self-contained accommodation unit. It may be a commercial operation and rented out or it may be owned and used by individual travellers.

14. Campground and Trailer Parks

Campground and trailer parks are defined as facilities that provide sites for tents and/or recreational vehicles and may be publicly or privately owned and operated. Residential trailer parks are not included.

PART III: TRAVEL MODE CHARACTERISTICS

15. **Mode of Transportation**

Is defined as the type of vehicle used to travel to and between destinations, but not to include urban public transit systems.

16. **Main Mode of Transportation**

This category refers to the mode of transportation used to travel the furthest distance from the point of origin.

17. **Automobile**

This category includes all passenger vehicles that do not have sleeping accommodation attached.

18. **Rental Vehicle**

This category includes all rented cars, trucks and campers, but does not include bicycles, or motorcycles.

19. **Recreational**

A recreational vehicle is a motor vehicle containing overnight sleeping accommodation. This category includes truck campers, travel trailers, tent trailers, motor homes and camper vans and vans.

20. **Airplane**

A commercial or private aircraft used to transport travellers between cities. If commercial, it may be scheduled or non-scheduled service.

21. **Boat and/or Ship**

a. This category includes boats and ships used to travel from one point to another during the course of and as an integral part of a trip as defined above. It does not include boats used only for recreational purposes such as fishing, waterskiing, etc.

b. Ferry: all scheduled boat and ship operations designed for the regularized transportation of travellers.

22. **Inter-City Bus**

A commercial bus capable of carrying a group of persons between cities. It may be a scheduled or charter service.

23. **Inter-City Train**

Includes only those trains travelling between cities and not those used within a city and excludes subways.

24. **Mode of Transportation**

This form of transportation includes motorcycles, bicycles, taxi cabs, pedestrians, limosine service and all other forms of transportation not previously mentioned above.

PART IV: UNITS OF MEASURE

A. GENERAL

25. Average Party Size

Average party size is defined as the average number of people travelling together on one trip.

26. Average Length Of Stay

Average length of stay refers to the average number of nights spent in the province (non-resident) or away from homes (resident) during the trip.

27. Party Trip

A party-trip is a unit of measure commonly used to give full weight to each group on a trip, e.g. a group travelling together equals one party trip.

28. Person-Nights

Person nights is defined as the unit of measure to indicate the total number of nights spent by a person on a trip.

29. Party-Nights

Party nights is defined as the unit of measure to indicate the total number of nights spent by a party on a trip.

30. Travel Period

The travel period is defined as the month or group of months during which the trip ended.

B. EXPENDITURE

31. Total Expenditure

Total expenditure is defined as the total amount of money spent on and during a party trip. For analytical purposes it may be sub-divided into expenditure classification that include:

- gas and oil
- auto repairs and maintenance
- food and beverages in stores
- meals and beverages in restaurants
- accommodation
- recreation and entertainment
- handcrafts
- inbound ferry expenses
- souvenirs and other expenditures less than $200
- major expenditures greater than $200

32. Average Total Expenditure Per Party Per Trip

Average total expenditure per party per trip is defined as the average total amount of money spent on and during a trip by a party. For comparative analytical purposes average total expenditure per party per trip is calculated minus the figure for "major expenditures (greater than $200)" because of the inflationary effect that figure has on the total.

33. Average Total Expenditure Per Person Per Day

Average total expenditure per person per day is defined as the average daily expenditure of money per traveller. It can be broken down by expenditure

item as listed above and for comparative analytical purposes average total expenditure per person per day is calculated minus the figure for "major expenditures (greater than $200)" because of the inflationary effect that figure has on the total.

34. **Expenditure Per Party Per Trip**

Trip expenditures is total expenditure incurred by the expenditure party in one trip.

35. **Total Trip Expenditure Per Day**

Trip expenditure per day is calculated by dividing trip expenditure by trip duration, calculated within the same data base.

36. **Total Trip Expenditure Per Person**

Trip expenditure per person is calculated by dividing trip expenditure by party, calculated within the same data base.

37. **Trip Expenditure Per Person Per Day**

Trip expenditure per person per day is calculated by dividing trip expenditure per person by trip duration, calculated within the same data base.

PART V: SUBSIDIARY CLASSIFICATIONS

38. Travel Agent

A travel agent is an individual or company which makes travel arrangements for clients on a commission basis.

39. Inclusive/Packaged Tour

The costs of at least two components of a trip (accommodation, transportation, meals, entertainment) are included in one price.

CHAPTER 4

VISITOR VOLUME TO NOVA SCOTIA

PERSON VOLUME VISITATION TO NOVA SCOTIA BY MODE OF TRANSPORTATION USED
1967 - 1985 [3]

Mode	1967	Percent of Total	1968	Percent of Total	1969	Percent of Total	1970	Percent of Total	1971	Percent of Total
Motor Vehicle	795,900	84.0%	960,500	86.5%	987,750	87.2%	1,080,000	86.3%	1,118,000	86.5%
Air	94,500	10.0%	96,700	8.7%	91,700	8.1%	86,600	7.9%	104,200	8.0%
Train	49,500	5.2%	38,600	3.5%	38,700	3.4%	52,500	4.2%	48,400	3.7%
Motor Coach	8,000	0.8%	14,000	1.3%	14,900	1.3%	19,600	1.6%	22,400	1.8%
Motorcycle	---	---	---	---	---	---	---	---	---	---
TOTAL	947,900	100.0%	1,109,800	100.0%	1,133,00	100.0%	1,251,700	100.0%	1,293,000	100.0%

(Continued)

Mode	1972	Percent of Total	1973	Percent of Total	1974	Percent of Total	1975	Percent of Total	1976	Percent of Total
Motor Vehicle	1,043,700	84.3%	1,107,000	84.2%	1,059,600	81.3%	1,135,000	83.0%	1,094,000	87.7%
Air	126,000	10.2%	145,600	11.0%	168,000	12.9%	149,900	11.0%	71,589	5.7%
Train	47,500	3.8%	28,800	2.2%	38,500	2.9%	39,300	.3%	36,000	2.9%
Motor Coach	20,200	1.7%	29,800	2.3%	31,300	2.4%	39,400	2.2%	36,500	2.9%
Motorcycle	---	---	4,300	0.3%	6,100	0.5%	7,700	0.8%	9,500	.8%
TOTAL	1,237,400	100.0%	1,315,500	100.0%	1,303,500	100.0%	1,371,300	100.0%	1,247,989	100.0%

(Continued)

Mode	1977	Percent of Total	1978	Percent of Total	1979	Percent of Total	1980	Percent of Total	1981	Percent of Total
Motor Vehicle	1,076,000	86.1%	986,300	84.0%	969,600	82.5%	939,300	82.0%	962,736	82.1%
Air	79,000	6.4%	96,000	8.2%	109,000	9.3%	110,000	9.6%	104,780[1]	9.0%
Train	36,000	2.9%	39,500	3.4%	38,200	3.2%	33,000	2.9%	32,300	2.8%
Motor Coach	41,911	3.4%	45,866	4.9%	51,941	4.4%	55,227	4.9%	63,884[2]	5.4%
Motorcycle	6,900	0.5%	6,500	0.5%	6,700	0.6%	7,600	0.6%	8,416	.7%
TOTAL	1,239,811	100.0%	1,174,166	100.0%	1,175,441	100.0%	1,145,127	100.0%	1,172,116	100.0%

(Continued)

Mode	1982	Percent of Total	1983	Percent of Total	1984	Percent of Total	1985	Percent of Total
Motor Vehicle	952,460	82.6%	638,926	70.8%	700,454	64.0%	727,196	64.7%
Air	101,745[1]	8.9%	101,745[3]	11.3%	241,000[5]	22.0%	239,500	21.3%
Train	35,050	3.0%	---[4]	---	---	---	---	---
Motor Coach	54,082	4.7	61,340	6.8%	51,781	4.7%	54,567	4.9%
R.V.'s	---	---	100,631	11.1%	100,631	9.3%	103,220	9.1%
Motorcycle	10,244	.8%	---[4]	---	---	---	---	---
TOTAL	1,153,581	100.0%	902,642	100.0%	1,093,866	100.0%	1,124,483	100.0%

NOTE:
Auto: Average party size 1982 - Canada 2.38, American 2.35, and Foreign 2.43
Average party size 1981 - Canada 2.41, American 2.38, and Foreign 2.43
Average party size 1977 - 1980 Canada 2.52, American 2.50
Average party size (1972 - 1976 inclusive) - Canada 2.8 people/party, American 2.69 people/party, Foreign 2.64 people/party
Average party size (1966 - 1971 inclusive) - Canada 3.28 people/party, American 3.07 people/party, Foreign 3.07 people/party

Tour Bus: Average party size (1982) 39.9/people/tour bus
Average party size (1981) 38.7/people/tour bus (1974 - 80 inclusive) 33.1/people/tour bus

Air: 1976 - 81 Passengers reduced by 65% to account for resident travellers. 1969 - 75 - reduced by 40%.
1966 -68 - reduced 20%

1 CP Air statistics are not available

Train: Passengers reduced by 35% for resident travel. 1980 figures were revised.

1980 Fly bus tours to Nova Scotia accounted for 4,968 of the 110,000 air travellers. No figures were available for 1981.

2 The substantial reduction in number of passengers was due to the series of strikes in three motorcoach companies from Ontario and Quebec which was reflected in the business in New Brunswick and accordingly, Nova Scotia.

3 Period June 1 to October 31

NOTE: (Cont'd)

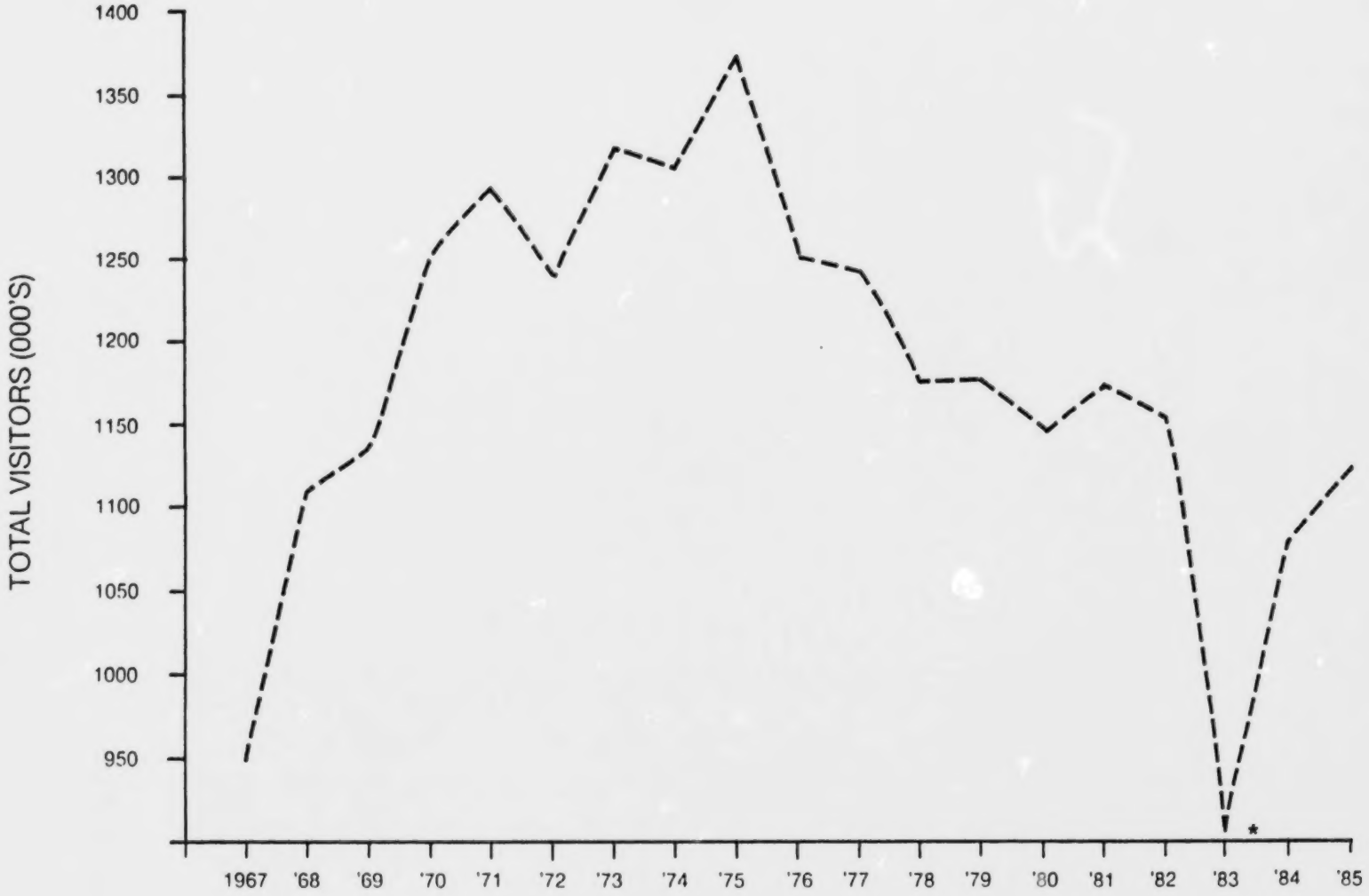
Beginning in 1983, Recreational Vehicles (R.V.'s) were removed from motor vehicle figures and are now shown separetely.

3 Air figure not available for 1983 - 1982 figure used for compairson purposes.

4 Train and motorcycle figures not available for 1983 to 1985.

Motor vehicle counts changed in 1984 season to cover period May 15 to September 30 (from June 1 to October 31 in previous years). Included are same day and overnight travelling. Same day New Brunswick auto traveller removed from statistics.

5 Actual detailed air survey completed for 1984.



TOTAL VISITOR TRAFFIC
1967-1985

*In 1983, the Department of Tourism did not include air figures in their totals.

JUNE 1 to OCTOBER 31/85

1. OVERALL PERSON VOLUME TO NOVA SCOTIA (000)

1978	1979	1980	1981	1982	1983	1984	1985
1,174.2	1,175.4	1,145.1	1,172.1	1,153.6	902.6	1,093.9	1,124.5

2. AUTOMOBILE PERSON VOLUME (000)

1978	1979	1980	1981	1982	1983	1984	1985
986.3	969.6	939.3	962.7	952.5	683.9	700.5	727.2

Note: Recreational vehicles removed from count in 1983.

MODE OF TRANSPORTATION SHARES (%)
JUNE 1 to OCTOBER 31

	1978	1979	1980	1981	1982	1983	1984	1985
Auto	84.0	82.5	82.0	82.1	82.6	70.8	64.0	64.7
Air	8.2	9.3	9.6	9.0	8.9	11.3	22.0	21.3
Motor Coach	3.5	4.0	4.5	5.2	4.3	6.8	4.7	4.9
Train	3.4	3.2	2.9	2.8	3.0	---	---	---
Bus	.4	.4	.4	.2	.4	---	---	---
Motorcycle	.5	.6	.6	.7	.8	---	---	---
R.V.'s	---	---	---	---	---	11.1	9.3	9.1

Note:

1. Air figures may be suspect due to survey intervals.
2. Motor Coach and Bus figures combined after 1982.
3. Train and Motor Cycle not counted after 1982.

VISITORS AND REVENUE BY MODE OF TRANSPORTATION - 1985
OVERNIGHT NON-RESIDENT TRAVEL ONLY

	# OF VISITORS	$ EXPENDITURES* (millions)
Auto	727,196	86.7
Air	239,500	93.6
Motorcoach	54,567	32.4
R.V.'s	103.220	16.3
Motorcycle	---	---
TOTAL	1,124,483	$ 229.0**

* Current dollars

** Excludes $9.4 million of same day auto expenditures

SHARE OF REVENUE AND VISITORS BY MODE OF TRANSPORTATION (%)
1985

	SHARE OF VISITORS	SHARE OF REVENUE
Auto	64.7	37.9
Air	21.3	40.9
Motorcoach	4.9	14.1
R.V.'s	9.2	7.1

CHAPTER 5

FIXED ROOF ACCOMMODATION

FIXED ROOF ACCOMMODATION

Provincial Summary
Overview

The number of licensed rooms available in commercial accommodations in 1985 was 11,119. Since 1973, this represented an increase of 639 rooms (5.7%); however, it also represented an increase of 362 rooms (3.3%) over the preceeding year.

With the exception of motels, total guest days for various types of accommodations continued to increase from 1973 to 1983. In 1983, annual average occupancy rates were as follows: hotels, 34.2%; motels, 60.5%; tourist homes, 1.1%; and cabins, 4.2%.

Rooms sold in 1985 totalled 2,644,152 which represents 3,094,000 guest days. A comparison of rooms available and guest days by type of accommodation indicated that hotels and motels accounted for approximately 94.5% of the total guest days in the province.

The relative share of total guest days, each quarter, remained fairly consistent during the 1973-1982 period. The first quarter in 1982 represented approximately 15.5% of total guest days; the second quarter, approximately 21.4%; the third quarter, i.e., the major tourist season, 47.4%; and the fourth quarter, 15.7%. Figures since 1982 are not yet available from the Department of Tourism.

YEARLY ACCOMMODATION INCREASES AND DECREASES

	Increase in Accommodation Rooms						Decrease	Balance	Total Rooms
	New Construction				Other Increase	Total Increase	Total Decrease		
	Hotel Rooms	Motel Rooms	Cabin Rooms	Total A+B+C	T. Homes Hotels	D + E		F - G, or G - F	
Year	A	B	C	D	E	F	G	H	I
1978	80	61		141	26	167	207	-40	10,562
1979	36	48	26	110	95	205	253	-48	10,514
1980	206	162	3	371	36	407	302	+105	10,619
1981	45	206	3	254	59	313	161	+152	10,771
1982	89	26	18	133	64	197	135	+62	10,833
1983	39	45	49	133	32	165	386	-221	10,612
1984	43	102	23	168	73	241	96	+45	10,757
1985	528	236	30	794	115	909	547	+362	11,119

TOURISTS VS ROOMS

Year	No. of Tourists	No. of Rooms
1979	1,175,441	10,514
1980	1,145,127	10,619
1981	1,172,116	10,771
1982	1,153,581	10,883
1983	1,113,184	10,612
1984	1,093,886	10,757
1985	1,124,483	11,119

TYPE OF ACCOMMODATION ROOMS

	1979	1980	1981	1982	1983	1984	1985
Hotels	3,518	3,559	3,572	3,616	3,454	3,475	3,812
Motels	5,285	5,383	5,517	5,533	5,492	5,552	5,556
Tourist Homes	258	262	302	325	330	382	467
Cabins	1,453	1,415	1,380	359	1,336	1,348	1,284
TOTAL	**10,514**	**10,619**	**10,771**	**10,883**	**10,612**	**10,757**	**11,119**
Licenses Issued	401				410	426	436
Licenses Net	387	379	391	400	396	410	422
Average No. Rooms	27	28	27.5	28	27	26	26
Average Hotel Rooms	44	47	44	44	40	40	46
Average T. Home Rooms	3	3	3.3	3.6	3.6	3	4
Average Cabin Rooms	11	12	12	12	12	12	13
Average Motel Rooms	25	26	27	28	28	28	28

ACCOMMODATION LOCATION

GROWTH

ACCOMMODATION - DISTRICTS

District	1979 Rooms	1980 Rooms	1981 Rooms	1982 Rooms	1983 Rooms	1984 Rooms	1985 Rooms
Valley	1,929	1,935	1,931	1,957	1,945	1,964	2,003
South Shore	1,061	1,001	1,020	1,027	1,020	1,015	1,022
Halifax/Dartmouth	3,038	3,296	3,313	3,308	3,311	3,409	3,758
Eastern Shore	208	208	210	210	213	212	190
Cape Breton	2,552	2,561	2,712	2,754	2,639	2,671	2,617
Northumberland Shore	783	782	775	765	720	735	781
Fundy Shore	943	836	810	812	764	751	781
	10,514	10,619	10,771	10,833	10,612	10,757	11,119

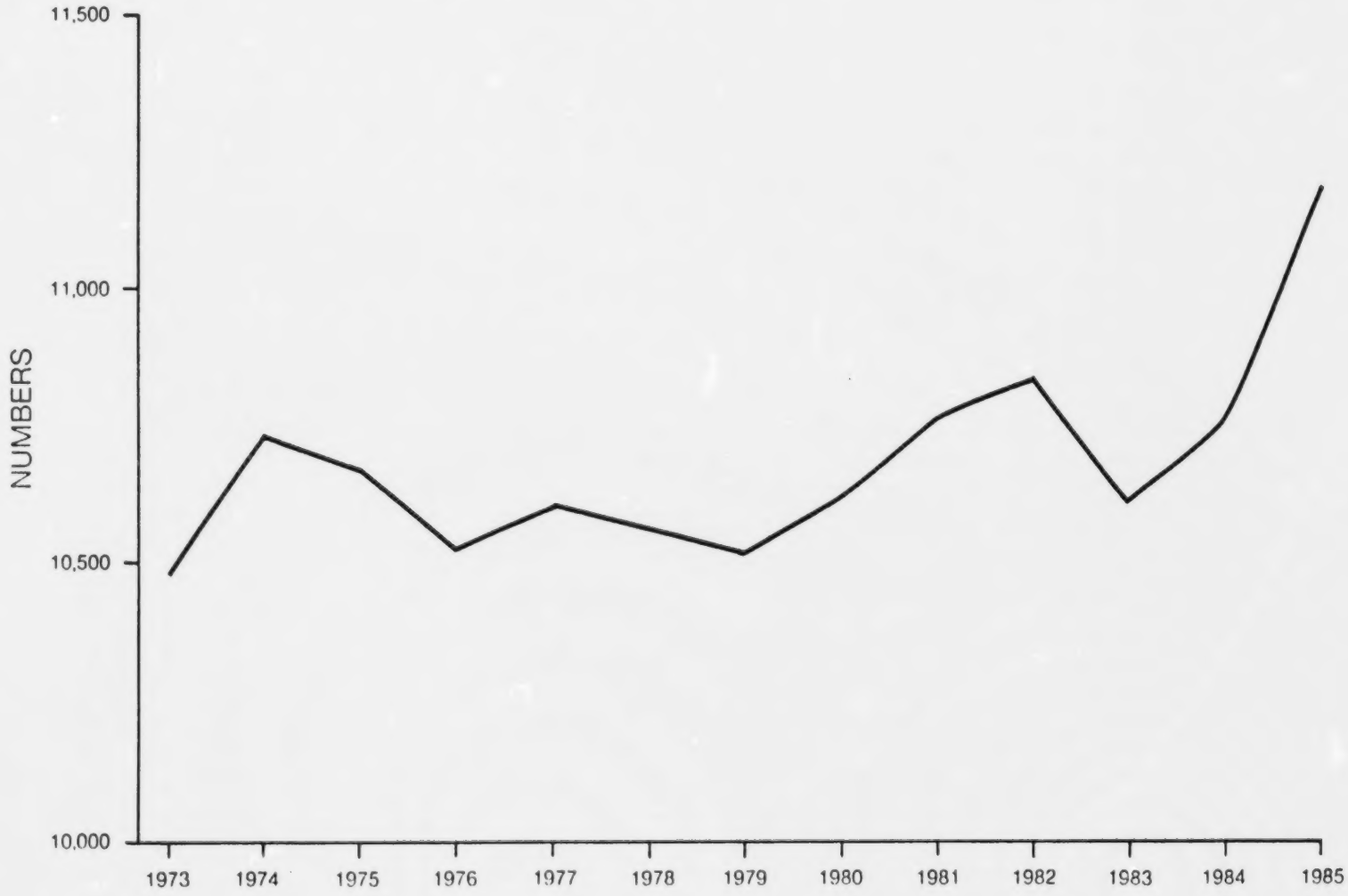
ACCOMMODATION BY SIZE

Rooms	1979	1980	1981	1982	1983	1984	1985
3 - 10	148	146	160	170	177	188	201
11 - 20	103	96	95	90	86	83	82
21 - 30	39	40	37	42	40	40	46
31 - 40	34	33	33	33	30	30	27
41 - 50	14	14	15	15	14	14	14
51 - 60	10	11	11	11	11	11	9
61 - 70	6	6	7	6	6	7	10
71 - 80	8	7	6	6	6	6	7
81 - 90	5	5	5	5	4	4	3
91 - 100	4	4	4	4	5	5	4
100 plus	16	17	18	18	17	17	19
	387	379	391	400	396	405	422

ACCOMMODATION IN DISTRICTS

Year 1985

Districts	Licenses	Rooms				
		Hotels	T. Homes	Cabins	Motels	Total
1. Valley	102	585	132	280	1,011	2,008
2. South Shore	63	210	77	206	523	1,016
3. Halifax/Dartmouth	50	2,494	23	34	1,207	3,758
4. Eastern Shore	16	12	10	82	86	190
5. Cape Breton	116	445	131	468	1,572	2,616
6. Northumberland Shore	38	66	46	137	501	750
7. Fundy Shore	37	Ø	48	77	656	781
TOTAL	422	3,812	467	1,284	5,556	11,119
Increases & Decreases						
1. Valley		+20	+16	-11	+14	+39
2. South Shore		-4	+28	-37	+20	+7
3. Halifax/Dartmouth		+360	+7	0	-18	+349
4. Eastern Shore		-10	+3	-12	-3	-22
5. Cape Breton		-19	-7	+3	-31	-54
6. Northumberland Shore		0	+6	+1	+6	+13
7. Fundy Shore		-7	+26	-1	+12	+30
TOTAL		0	+79	-57	+340	+362



TOTAL LICENSED ROOMS
1973-1985

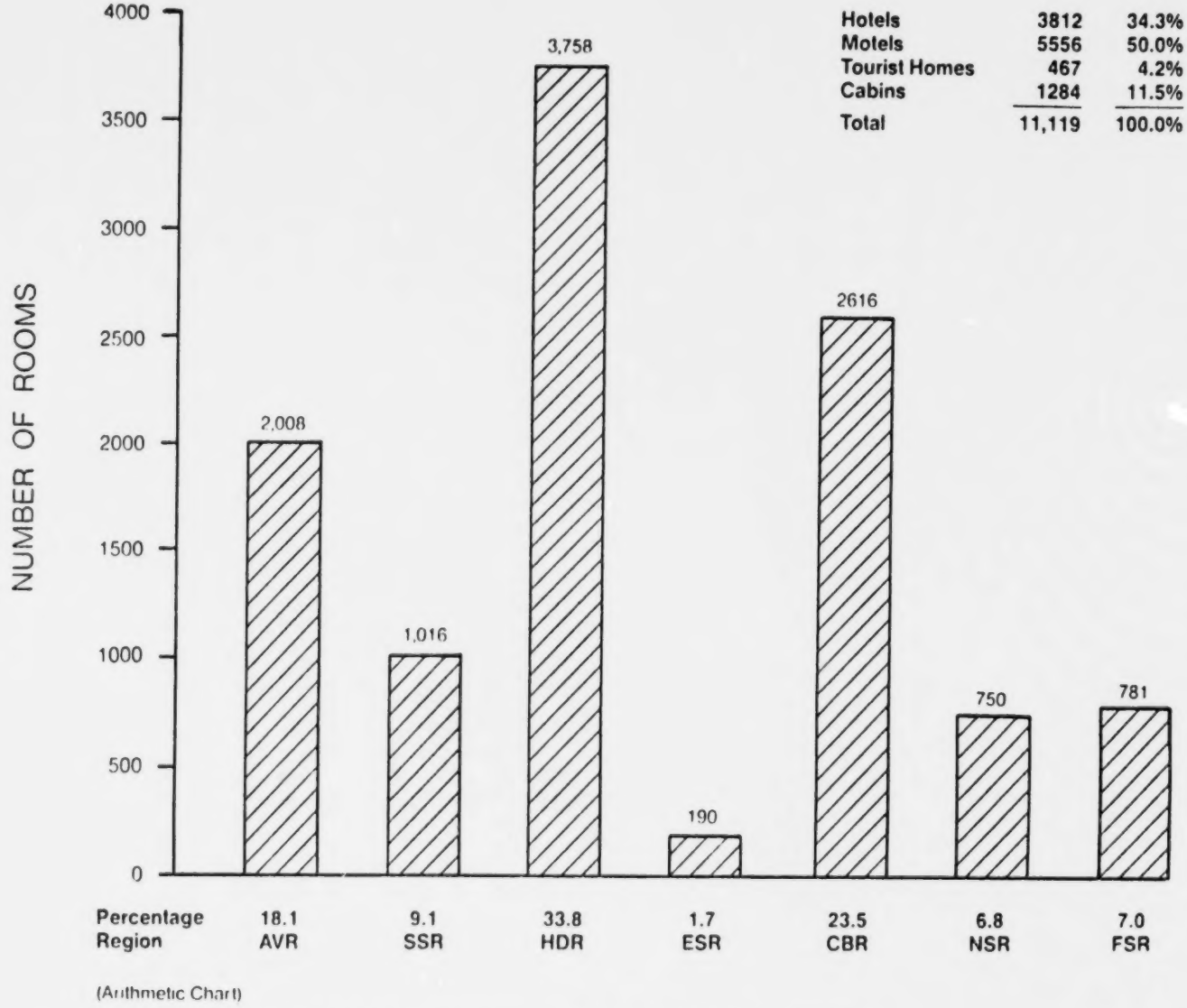
LICENSED ACCOMMODATIONS
1975-1985

TOTAL GUEST DAYS IN ACCOMMODATIONS IN NOVA SCOTIA BY REGION (1973 - 1985)

Year	Annapolis Valley		South Shore		Halifax/Dartmouth		Eastern Shore		Cape Breton		Northumberland Shore		Fundy Shore		Total	
	Guest Rooms	Percent of Total	Guest Rooms	Percent of Total	Guest Rooms	Percent of Total	Guest Rooms	Percent of Total	Guest Rooms	Percent of Total	Guest Rooms	Percent of Total	Guest Rooms	Percent of Total	Guest Rooms	Percent of Total
1973	384,308	15.9%	191,026	7.9%	836,869	34.5%	121,519	5.0%	538,986	22.2%	(350,687		14.9%)		2,194,502	100.0%
1974	407,894	16.0%	203,672	8.0%	926,004	36.4%	35,519*	1.4%	542,312	21.2%	205,389	8.0%	228,441	9.0%	2,547,231	100.0%
1975	413,218	15.8%	208,344	8.0%	962,315	36.9%	30,226	1.2%	543,564	20.8%	212.100	8.1%	238,370	9.1%	2,608,134	100.0%
1976	378,028	15.2%	203,223	8.2%	918,546	37.0%	27,744	1.1%	542,058	21.9%	185,599	7.5%	224,880	9.1%	2,457,037	100.0%
1977	391,651	15.9%	190,927	7.8%	940,829	38.3%	26,361	1.1%	499,641	20.3%	184,578	7.5%	223,050	9.1%	2,457,037	100.0%
1978	417,849	16.2%	205,300	7.9%	1,014,552	39.3%	33,231	1.3%	492,656	19.1%	177,385	6.9%	240,761	9.3%	2,581,734	100.0%
1979	414,334	15.5%	210,240	7.9%	1,061,857	40.0%	32,570	1.2%	543,487	20.4%	179,228	6.7%	216,549	8.1%	2,658,265	100.0%
1980	425,113	15.5%	214,822	7.9%	1,087,832	40.0%	32,419	1.2%	552,143	20.2%	198,540	7.2%	218,417	8.0%	2,729,286	100.0%
1981	440,289	15.1%	218,497	7.5%	1,162,236	40.0%	36,798	1.3%	537,719	18.7%	193,821	6.8%	216,480	10.6%	2,805,840	100.0%
1982	405,038	15.3%	180,192	6.7%	1,119,800	42.4%	34,694	1.3%	530,826	20.1%	163,647	6.2%	209,955	8.0%	2,644,152	100.0%
1983	410,263	15.1%	204,569	7.5%	1,160,987	42.7%	32,660	1.2%	541,756	19.9%	161,657	5.9%	209,643	7.7%	2,721,535	100.0%
1984**	464,951	15.7%	228,698	7.7%	1,267,162	42.9%	41,835	1.4%	524,894	17.8%	236,500	8.0%	190,997	6.5%	2,955,037	100.0%
1985**	471,644	15.2%	242,326	7.8%	1,366,417	44.2%	45,587	1.5%	545,806	17.6%	219,043	7.1%	203,233	6.6%	3,094,056	100.0%

* Prior to 1974, Northumberland Shore Region and Fundy Shore Region were jointly known as "Northern Nova Scotia Region." In 1974, the two new regions were formed and Antigonish County was removed from the Eastern Shore Region and placed in Northumberland Shore Region (see map).

SOURCE: Nova Scotia Department of Tourism



(Arithmetic Chart)

FIXED ROOF ACCOMMODATION
1985

NOVA SCOTIA OCCUPANCY MONITOR TOURIST REGION REPORT JAN - DEC 1985

	REPORTING							ESTIMATES			
	Rooms Available That are Open	Rooms Sold	Guest Days	Reporting Rooms Available	# Of Rooms Reporting	1985 Occ.	1984 Occ.	1984 Rooms Sold	1985 Rooms Sold	1984 Guest Days	1985 Guest Days
Anapolis Valley	530,322	235,095	402,083	455,316	86	52	51	270,464	275,767	464,951	471,604
South Shore	290,811	108,771	192,844	232,931	80	47	45	130,865	136,681	228,698	242,326
Halifax/Dartmouth	1,225,770	829,715	1,321,311	1,191,106	97	70	71	852,844	858,039	1,267,162	1,366,417
Eastern Shore	50,760	20,296	36,455	40,682	80	50	44	22,334	25,380	41,835	45,587
Cape Breton	601,459	253,037	441,583	488,758	81	52	50	300,730	312,759	524,894	545,806
Fundy	197,387	84,185	146,913	141,699	72	59	57	112,510	116,458	190,997	203,233
Northumberland	235,316	109,306	191,977	204,574	87	53	57	134,130	124,717	236,300	219,043
Nova Scotia	3,131,825	1,640,405	2,733,166	2,755,066	88	59	59	1,823,877	1,849,801	2,955,037	3,094,056

TOTAL GUEST DAYS IN ACCOMMODATION IN NOVA SCOTIA BY TYPE OF ACCOMMODATION (1973 - 1983)

	Hotel		Motel		Tourist Home		Cabin		Total	
Year	Guest Days	Percent of Total	Guest Days	Percent of Total	Guest Days	Percent of Total	Guest Days	Percent of Total	Guest Days	Percent of Total
1973	785,968	32.4%	1,459,990	60.2%	24,849	1.0%	153,479	6.3%	2,423,386	100.0%
1974	887,954	34.9%	1,496,686	58.8%	18,927	0.7%	143,664	5.6%	2,547,231	100.0%
1975	915,707	35.1%	1,532,365	58.8%	19,232	0.7%	140,830	5.4%	2,08,134	100.0%
1976	848,514	34.2%	1,483,716	59.8%	16,305	0.7%	131,543	5.3%	2,480,078	100.0%
1977	866,952	35.3%	1,438,026	58.5%	16,386	0.7%	135,673	5.5%	2,457,037	100.0%
1978	885,561	34.3%	1,534,319	59.4%	17,652	0.7%	144,202	5.6%	2,581,734	100.0%
1979	978,068	36.7%	1,538,763	57.8%	21,046	0.7%	120,388	4.8%	2,658,265	100.0%
1980	890,541	32.6%	1,712,092	62.7%	20,880	0.7%	105,773	4.0%	2,720,286	100.0%
1981	975,805	34.7%	1,699,289	60.6%	22,504	0.8%	108,242	3.9%	2,805,840	100.0%
1982	931,374	35.2%	1,568,026	59.3%	25,849	1.0%	118,903	4.5%	2,644,152	100.0%
1983	931,443	34.2%	1,645,649	60.5%	30,827	1.1%	113,616	4.2%	2,721,535	100.0%

SOURCE: Nova Scotia Department of Tourism

INCREASES AND DECREASES OF ROOMS IN ACCOMMODATION (1973-1985)

	Hotel Rooms		Motel Rooms		Cabin Rooms		Tourist Homes Other Increases		Total Increase		Total Decrease		Change		Total Rooms	
Year	Total	Hfx.	Total	Hfx.	Total	Hfx.	Total	Hfx.	Total	Hfx.	Total	Hfx.	Total	Hfx.	Total	Hfx.
1973	453	482	554	219	31	-	95	-8	1,133	701	280	-8	853	693	10,480	2,852
1974	309	211	193	34	20	14	16	-	543	259	293	-	250	259	10,730	3,111
1975	60	10	124	7	37	-22	50	-4	271	17	328	26	-57	-9	10,673	3,102
1976	21	-60	61	-	39	-17	72	-8	193	-	344	-85	-151	-85	10,522	3,017
1977	47	-6	45	-	129	-4	65	-4	286	-	206	-14	+80	-14	10,602	3,003
1978	80	51	61	-	0	-	26	-4	167	51	207	-4	-40	47	10,562	3,050
1979	36	15	48	-34	26	-	95	7	205	22	253	-34	-48	-12	10,514	3,038
1980	206	154	162	-6	3	-	36	-	407	154	302	-6	+105	148	10,619	3,296
1981	45	15	206	-	3	-	59	2	313	17	161	-	+152	15	10,771	3,313
1982	89	-	26	-	18	-	64	-5	197	-	135	-5	+62	-5	10,833	3,308
1983	39	-	45	-	49	-	32	-	165	-	386	-	221	-	10,612	*
1984	43	-	102	-	23	-	73	-	241	-	96	-	+145	-	10,757	*
1985	528	-	236	-	30	-	115	-	909	-	547	-	+362	-	11,119	*

* Totals for Halifax not available

TOTAL LICENSED ROOMS AVAILABLE IN NOVA SCOTIA BY REGION (1973 - 1985)

	Annapolis Valley		South Shore		Halifax/Dartmouth		Eastern Shore	
Year	Rooms Available	Percent of Total	Rooms Available	Percent of Total	Rooms Available	Percent of Total	Rooms Available	Percent of Total
1973	2,081	20.0%	1,091	10.4%	2,852	27.2%	555	5.2%
1974	2,103	19.6%	1,155	10.8%	3,114	29.0%	206	1.9%
1975	2,041	19.1%	1,146	10.7%	3,102	29.1%	186	1.8%
1976	1,965	18.7%	1,132	10.8%	3,017	28.7%	198	1.9%
1977	1,982	18.7%	1,120	10.6%	3,003	29.3%	214	2.0%
1978	1,933	18.3%	1,078	10.2%	3,050	28.9%	214	2.0%
1979	1,929	18.3%	1,061	10.1%	3,038	29.0%	208	2.0%
1980	1,935	18.2%	1,001	9.4%	3,296	31.1%	208	2.0%
1981	1,921	17.8%	1,045	9.7%	3,313	30.8%	210	2.0%
1982	1,957	18.1%	1,027	9.5%	3,308	30.5%	210	1.9%
1983	1,945	18.3%	1,020	9.6%	3,311	31.2%	213	2.0%
1984	1,964	18.3%	1,015	9.4%	3,409	31.7%	212	2.0%
1985	2,008	18.1%	1,016	9.1%	3,758	33.8%	190	1.7%

(Continued)

Year	Cape Breton		Northumberland Shore		Fundy Shore		Total	
	Rooms Available	Percent of Total	Rooms Available	Percent of Total	Rooms Available	Percent of Total	Rooms Available	Percent of Total
1973	2,371	22.6%	*(1,530			*14.6%)	10,480	100.0%
1974	2,310	21.4%	930	8.7%	912	8.5%	10,730	100.0%
1975	2,351	22.0%	847	7.9%	1,000	9.4%	10,673	100.0%
1976	2,380	22.6%	847	8.0%	983	9.3%	10,522	100.0%
1977	2,504	23.6%	840	7.9%	939	8.9%	10,602	100.0%
1978	2,520	23.9%	808	7.6%	959	9.1%	10,562	100.0%
1979	2,522	24.2%	783	7.4%	943	9.0%	10,514	100.0%
1980	2,561	24.1%	782	7.4%	836	7.8%	10,619	100.0%
1981	2,700	25.0%	777	7.2%	805	7.5%	10,771	100.0%
1982	2,754	25.4%	765	7.1%	812	7.5%	10,833	100.0%
1983	2,639	24.9%	720	6.8%	764	7.2%	10,612	100.0%
1984	2,671	24.8%	735	6.8%	751	7.0%	10,757	100.0%
1985	2,616	23.5%	750	6.7%	781	7.0%	11,119	100.0%

* Prior to 1974, Northumberland Shore Region and Fundy Shore Region were jointly known as "Northern Nova Scotia Region." In 1974, the two new regions were formed, and Antigonish County was removed from the Eastern Shore Region and placed in the Northumberland Shore Region (see map).

SOURCE: Nova Scotia Department of Tourism

FACILITIES AND SERVICES OF ACCOMMODATION IN NOVA SCOTIA (1973 - 1985)

Facilities	1973	1974	1975	1976	1977	1978	1979
Number of Licensed Establishments	465	440	434	419	408	394	387
Available Rooms Per Licensed Establishments	22.5	24.3	24.5	25.1	26.0	26.8	27.2
Total Rooms	10,480	10,730	10,673	10,602	10,602	10,562	10,514
Private Baths	8,536	8,969	9,013	8,939	9,056	9,107	9,131
Room Increase Per Year	853	250	---	---	80	---	---
Room Decrease Per Year	---	---	57	151	---	40	48
Listed in Accommodation Book	---	---	---	---	---	---	---
Not Listed	---	---	---	---	---	---	---
Services							
One Meal	87	80	90	79	88	81	77
Two Meals	17	16	16	18	20	29	29
Three Meals	167	158	152	156	151	134	129
Open All Year	235	231	224	219	217	210	203
Seasonal	230	209	210	200	191	184	184
Sprinklers	29	26	27	27	28	30	29
Fire Detection	172	177	181	183	182	184	182
T.V. In All Rooms	217	230	231	233	239	244	237
Swimming Pools	44	48	48	49	51	66	62
Phones in All Rooms	121	122	125	125	126	127	123

SOURCE: Nova Scotia Department of Tourism

(continued)

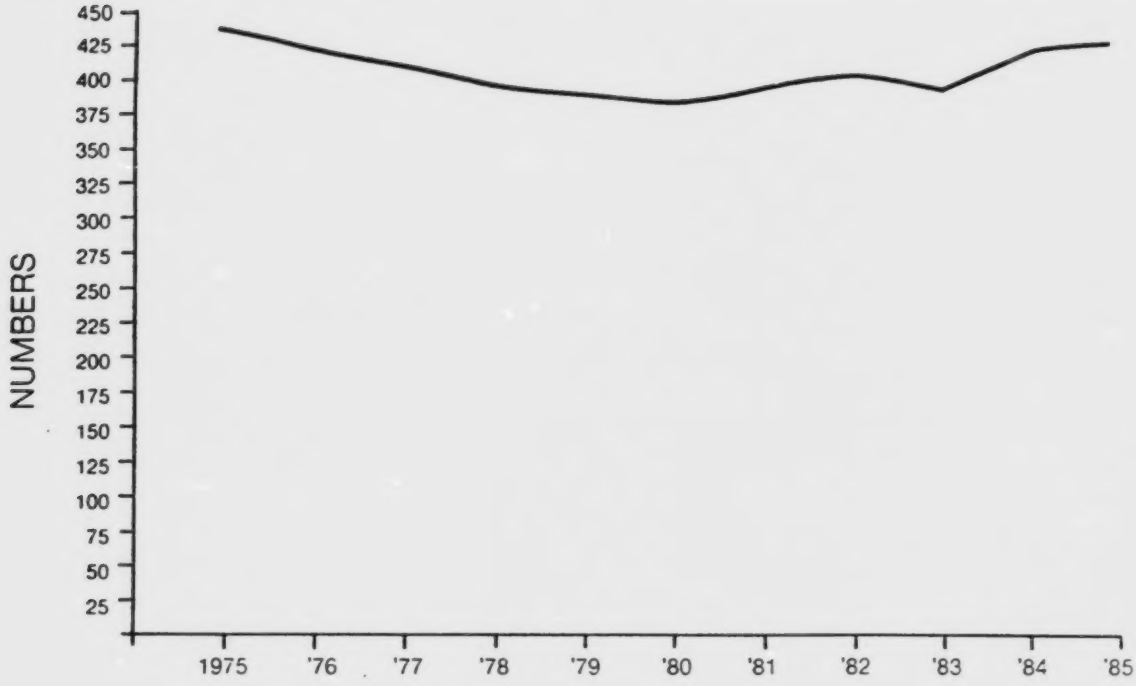
FACILITIES AND SERVICES OF ACCOMMODATION IN NOVA SCOTIA (1973 - 1985)

Facilities	1980	1981	1982	1983	1984	1985	(1973-1985) % Change
Number of Licensed Establishments	379	391	400	396	410	422	- 9.2%
Available Rooms Per Licensed Establishments	28	27	28	26	26	26	+ 15.6%
Total Rooms	10,619	10,771	10,833	10,612	10,757	11,119	+ 6.1%
Private Baths	9,334	9,263	9,538	9,238	9,404	9,793	+ 14.7%
Room Increase Per Year	105	313	62	---	145	362	- 57.6%
Room Decrease Per Year	---	161	---	221	---	---	---
Listed in Accommodation Book	---	---	---	376	361	383	---
Not Listed	---	---	---	20	44	39	---
Services							
One Meal	76	83	92	104	119	140	+ 38.0%
Two Meals	30	38	35	33	29	25	+ 32.0%
Three Meals	122	121	118	107	116	120	- 28.0%
Open All Year	201	199	206	202	201	204	- 13.0%
Seasonal	178	192	194	194	210	218	- 5.2%
Sprinklers	28	28	25	25	21	31	+ 7.0%
Fire Detection	179	192	194	194	191	232	+ 35.0%
T.V. In All Rooms	232	230	233	221	227	233	+ 7.4%
Swimming Pools	61	60	67	64	64	63	+ 43.0%
Phones in All Rooms	121	121	121	119	119	121	0.0%

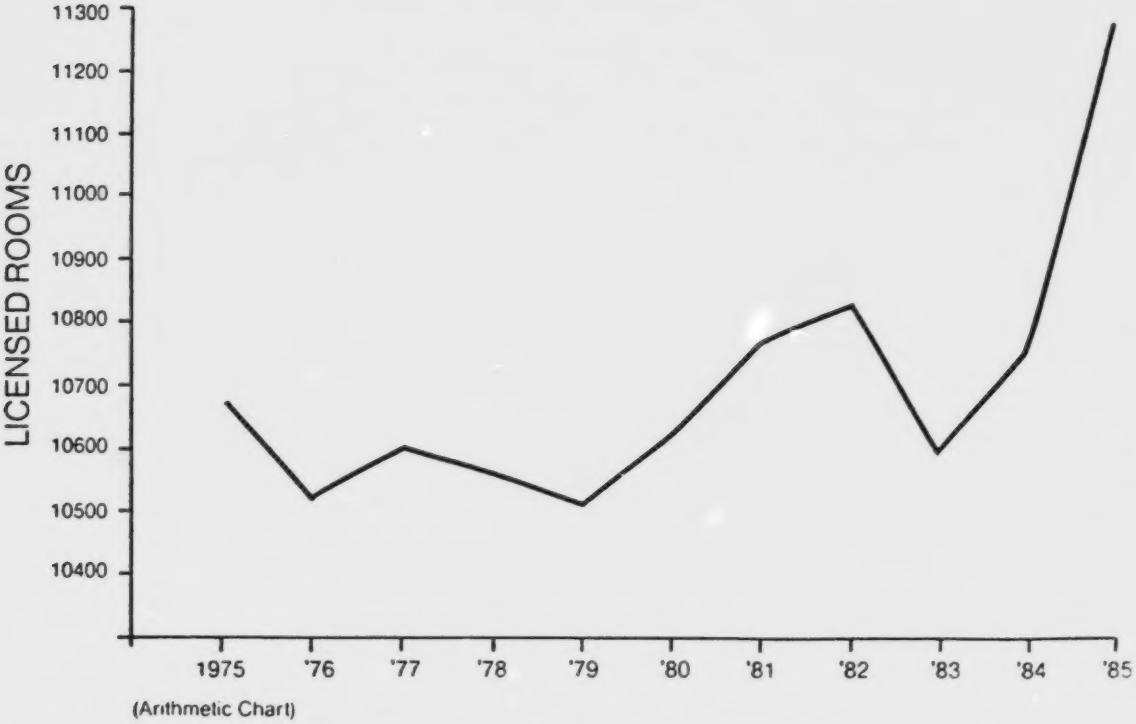
SOURCE: Nova Scotia Department of Tourism

NUMBER OF LICENSED ESTABLISHMENTS BY NUMBER OF ROOMS (1977 - 1985)

Number of Rooms	1977	1978	1979	1980	1981	1982	1983	1984	1985
3 - 10	163	152	150	146	160	170	177	188	201
11 - 20	106	101	98	96	95	90	86	83	82
21 - 30	41	39	37	40	37	42	40	40	46
31 - 40	35	38	37	33	33	33	30	30	27
41 - 50	16	15	14	14	15	15	15	14	14
51 - 60	8	9	10	11	11	11	11	11	9
61 - 70	7	8	8	6	7	6	6	7	10
71 - 80	9	9	9	7	6	6	6	6	7
81 - 90	4	4	5	5	5	5	4	4	3
91 - 100	4	4	3	4	4	4	5	5	4
100 Plus	15	15	16	17	18	18	17	17	19
TOTAL	**408**	**394**	**387**	**379**	**391**	**400**	**396**	**405**	**422**



LICENSED FIXED-ROOF PLACE OF ACCOMMODATION



(Arithmetic Chart)

NUMBER OF LICENSED ROOMS 1975-1985

SUMMARY OF FIXED ROOF ACCOMMODATION TRENDS

1. The Halifax/Dartmouth area which plays a dominant role in the Province with 34% of the rooms, has had an increase of 906 in the number of rooms available from 1973 to 1985, and a dramatic increase of rooms sold (617,000) over the same period, to increase its market share.

2. Since 1973, 43 establishments have gone out of business, so that 422 were licensed in 1985.

3. Over the same period, the total number of rooms has increased 5.7% to 11,119.

4. Total guest days (both residents and visitors) increased from 2,423,000 in 1973 to a peak of 2,608,000 in 1975. After a decline in 1976, total guest days increased steadily to 2,805,000 in 1981 followed by a decline to 2,721,535 in 1983, up 2.8% over 1983. From 1973 to 1985, total guest days increased 24%.

5. Since 1973, all regions of the province have experienced a decline in the total share of guest days, with the exception of the Halifax/Dartmouth region, which has increased its share from 34.5% to 42.4%, and the Eastern Shore which has shown a slight increase.

6. There has been a marked establishment increase (52%) in swimming pools since 1973.

7. Two hundred one (47.6%) of the total number of licensed establishments have 10 rooms or less, and 283 (67.1%) have 20 rooms or less. Nineteen (4.5%) have 100 rooms or more.

8. Smaller accommodations (10 units or less) are increasing in numbers in recent years.

9. Length of stay is increasing province-wide.

10. June occupancy is declining and September and October increasing.

11. Remember that guest days and rooms sold reflect both resident and non-resident (tourist) traffic. To obtain an indication of tourist traffic, it would be necessary to look at the monthly occupancy figures during the tourist season.

CHAPTER 6

CAMPGROUNDS

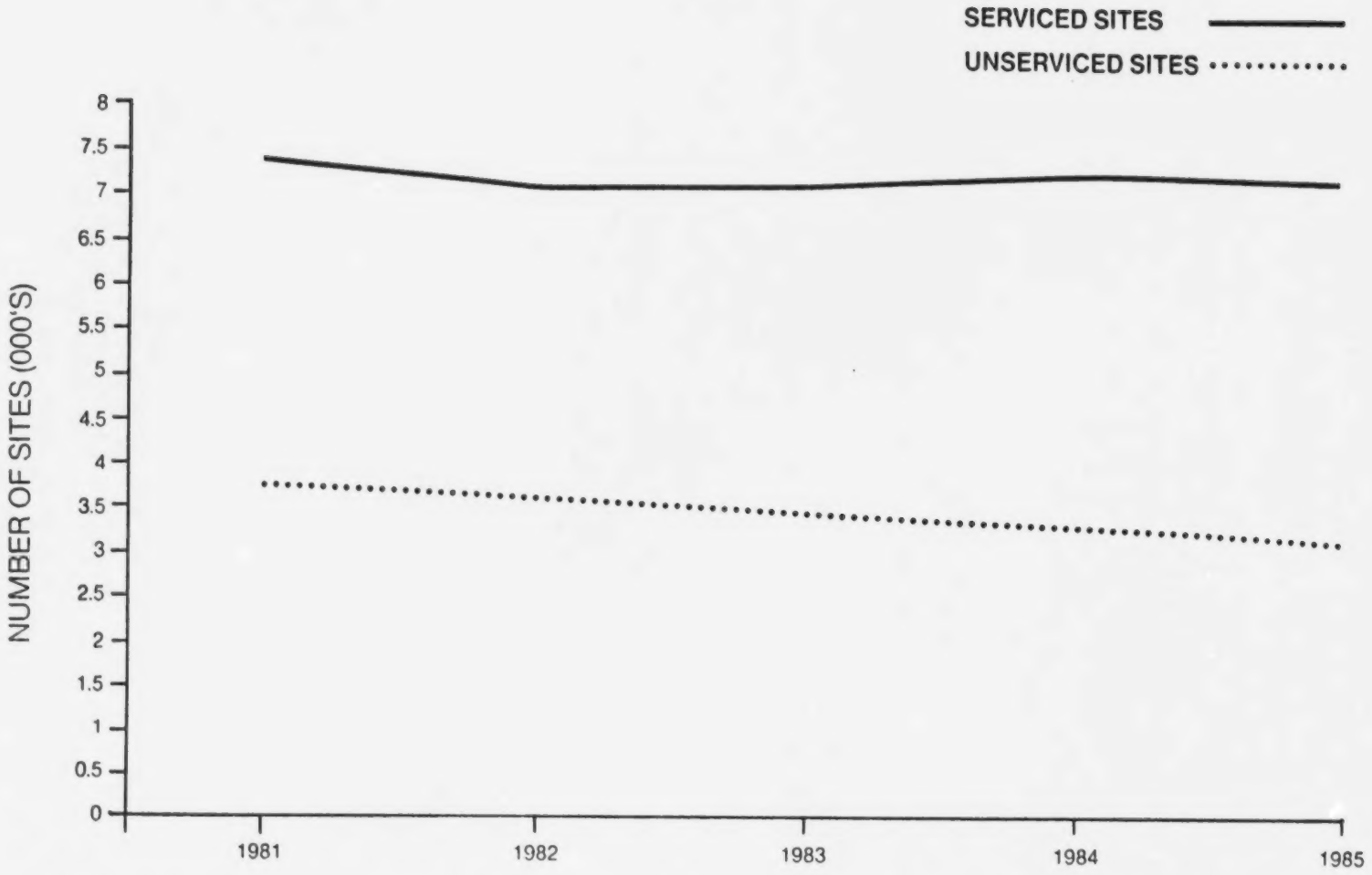
NOVA SCOTIA LICENSED CAMPGROUNDS AND TRAILER PARKS (1984)

For the period 1974-1984, the total number of campgrounds dropped by 14.7% to 170. The number of unserviced sites decreased by 25.8%, and serviced sites increased by 22.2% to 7,463. During the same period, the total number of campsites increased by 178 to 13,198 in 1984.

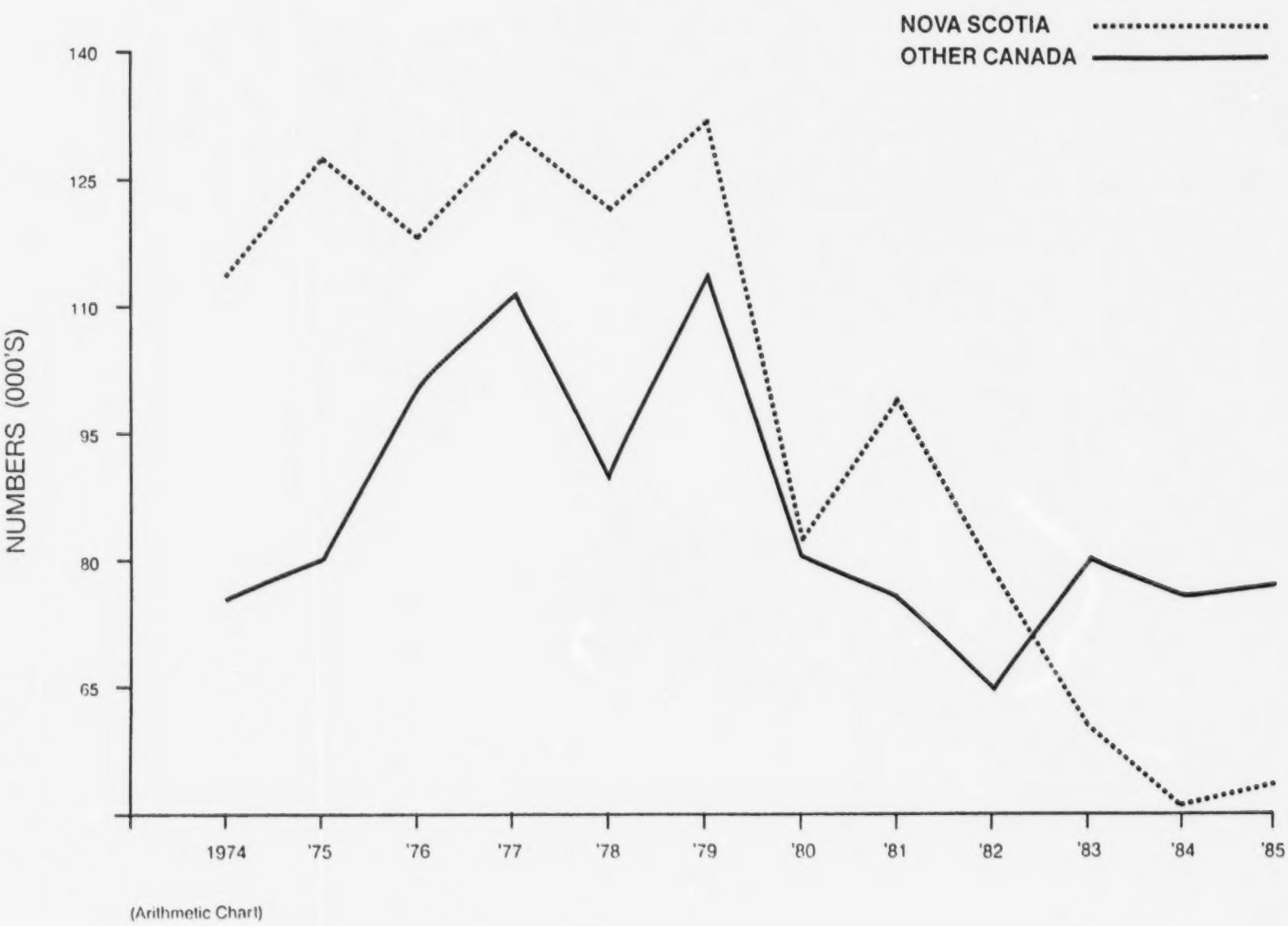
Municipal and Private Campgrounds recorded total registration of 130,993 in 1985, which was a 44.2% decrease from 1974 registrations of 188,946.

Provincial Campgrounds recorded 48,186 registrations in 1983. This was a 26.8% increase over 1974 figures.

Federal Campgrounds experienced a 35.9% decrease in camper nights since 1974. Cape Breton Highlands National Park was the major reason, with a 69.9% drop in camper nights. On the other hand, Kejimkujik National Park showed an increase of 2.7% for the same period.

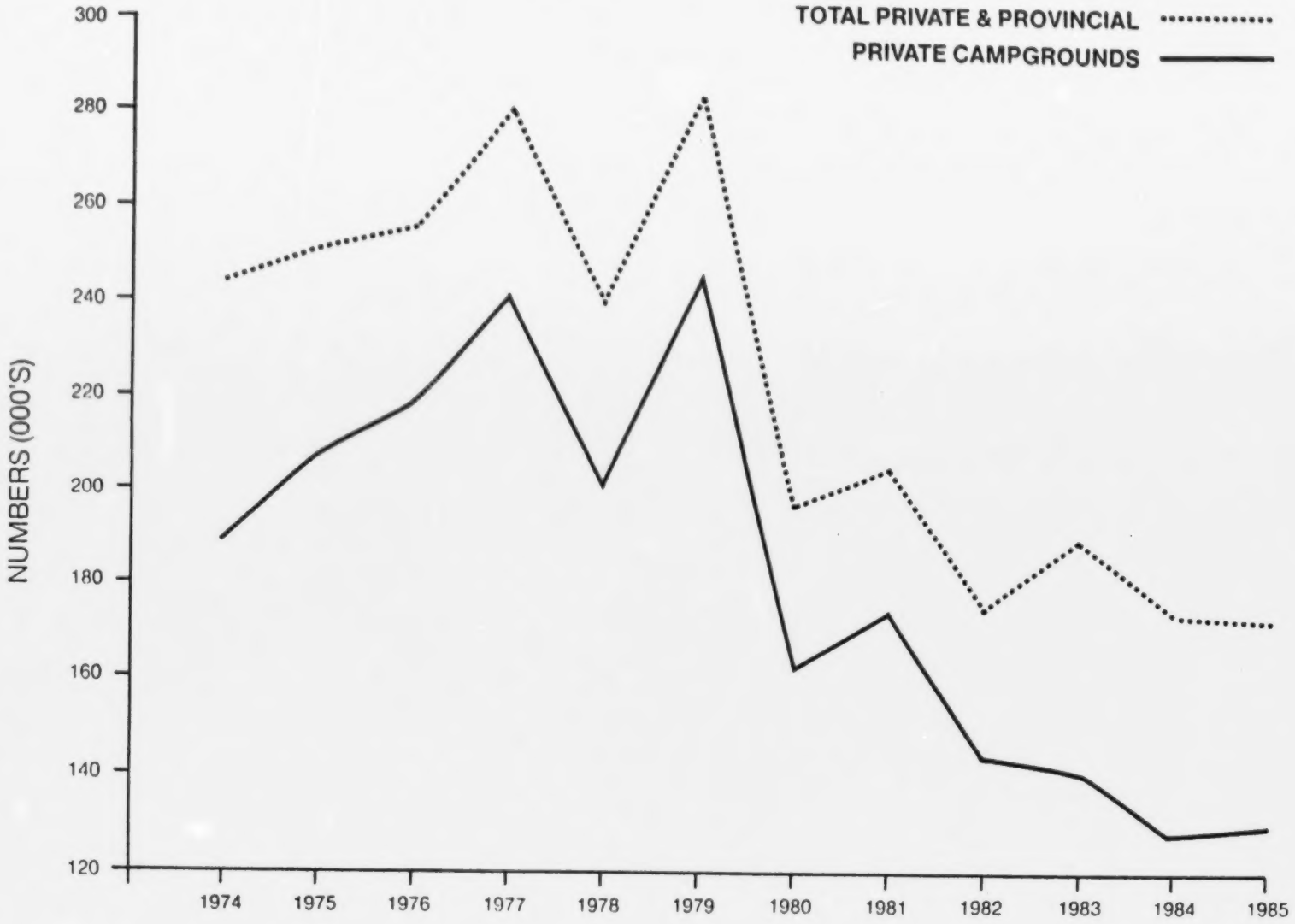


CAMPGROUND INVENTORY
1981-1985



(Arithmetic Chart)

CAMPER REGISTRATIONS
PRIVATE CAMPGROUNDS
1974-1985



TOTAL REGISTRATIONS
PRIVATE & PROVINCIAL
1974-1985

CAMPER REGISTRATIONS IN NOVA SCOTIA BY ORIGIN AND TYPE (1974 - 1982)

MUNICIPAL AND PRIVATE CAMPGROUNDS

	Nova Scotia		Other Canada		United States		Other Countries	Total, All Municipal/Private	
Year	Tents	Recreational Vehicles	Tents	Recreational Vehicles	Tents	Recreational Vehicles		Tents	Recreational Vehicles
1974	19,133	56,187	23,149	43,219	17,494	29,764		59,776	129,170
1975	19,432	60,725	26,099	43,709	22,403	35,243		67,934	139,758
1976	20,734	79,554	23,474	42,933	18,591	32,896		62,799	155,383
1977	25,225	85,929	23,708	49,744	18,238	38,609		67,171	174,282
1978[1]	(89,469)		(63,285)		(47,644)		627	(201,045)	
1979	113,326		85,403		46,047		---	244,776	
1980	80,447		48,529		32,536		1,011	162,523	
1981	75,618		55,715		41,266		1,650	174,249	
1982	64,667		43,155		35,349		1,584	144,755	

[1] Figures for Tents and Recreational Vehicles have been combined for 1978.

REGISTRATIONS AND SITE NIGHTS AT MUNICIPAL AND PRIVATE CAMPGROUNDS IN NOVA SCOTIA BY TRAILWAY 1985

Trailway	N.S. Camper Parties	Other Canadian Camper Parties	U.S.A. Camper Parties	Other Camper Parties	Total Camper Parties	Tents	RV's	Site Nights	Seasonal[1]
Evangeline	11,213	4,116	5,619	54	21,003	6,578	14,425	31,236	3,394
Glooscap	8,424	2,811	4,184	56	15,469	2,966	12,473	23,566	1,433
Sunrise	7,857	7,666	7,261	130	23,014	6,821	16,193	30,636	880
Cape Breton	14,672	11,565	9,320	270	35,859	11,316	24,543	50,813	1,627
Marine	1,620	1,216	1,679	67	4,582	1,394	3,188	5,465	242
Halifax/Dartmouth	2,315	4,141	2,882	91	9,429	2,777	6,652	17,064	40
Lighthouse	6,201	5,443	9,032	187	20,863	7,404	13,459	29,054	1,738
TOTAL	**52,302**	**36,958**	**39,977**	**855**	**130,219**	**39,286**	**90,933**	**187,824**	**9,354**
	+3%	-5%	+8%	-30%	+2%	-13%	+10%	-1%	+17%

[1] A seasonal camper is defined as one who remains registered at a campsite for a month or more. This column shows the number of months that seasonal campers occupied campsites.

* New system is used by Department of Transportation

REGISTRATIONS IN NOVA SCOTIA'S CAMPGROUNDS
1981 - 1985

Year	Nova Scotia	Other Canada	U.S.A.	Other Countries	Total
1985	53,203	36,958	39,977	855	130,993
1984	50,952	38,899	37,163	1,222	128,236
1983	60,551	40,705	39,251	1,406	141,913
1982	64,667	43,155	35,349	1,584	144,755
1981	75,618	55,715	41,266	1,650	174,249

Note: Reporting errors caused 1985 total by origin to be unequal to 1985 total by camper type, i.e., table below.

TENT AND RECREATIONAL VEHICLE REGISTRATIONS IN NOVA SCOTIA
1981 - 1985

Year	Tents	RV's	Total
1985	39,286	90,933	130,219
1984	45,381	82,855	128,236
1983	43,166	98,747	141,913
1982	45,393	99,676	145,069
1981	51,311	122,938	174,249

* Private and municipal campgrounds only

CAMPER REGISTRATIONS IN NOVA SCOTIA BY ORIGIN AND BY TYPE (1974 - 1983)*

PROVINCIAL CAMPGROUNDS

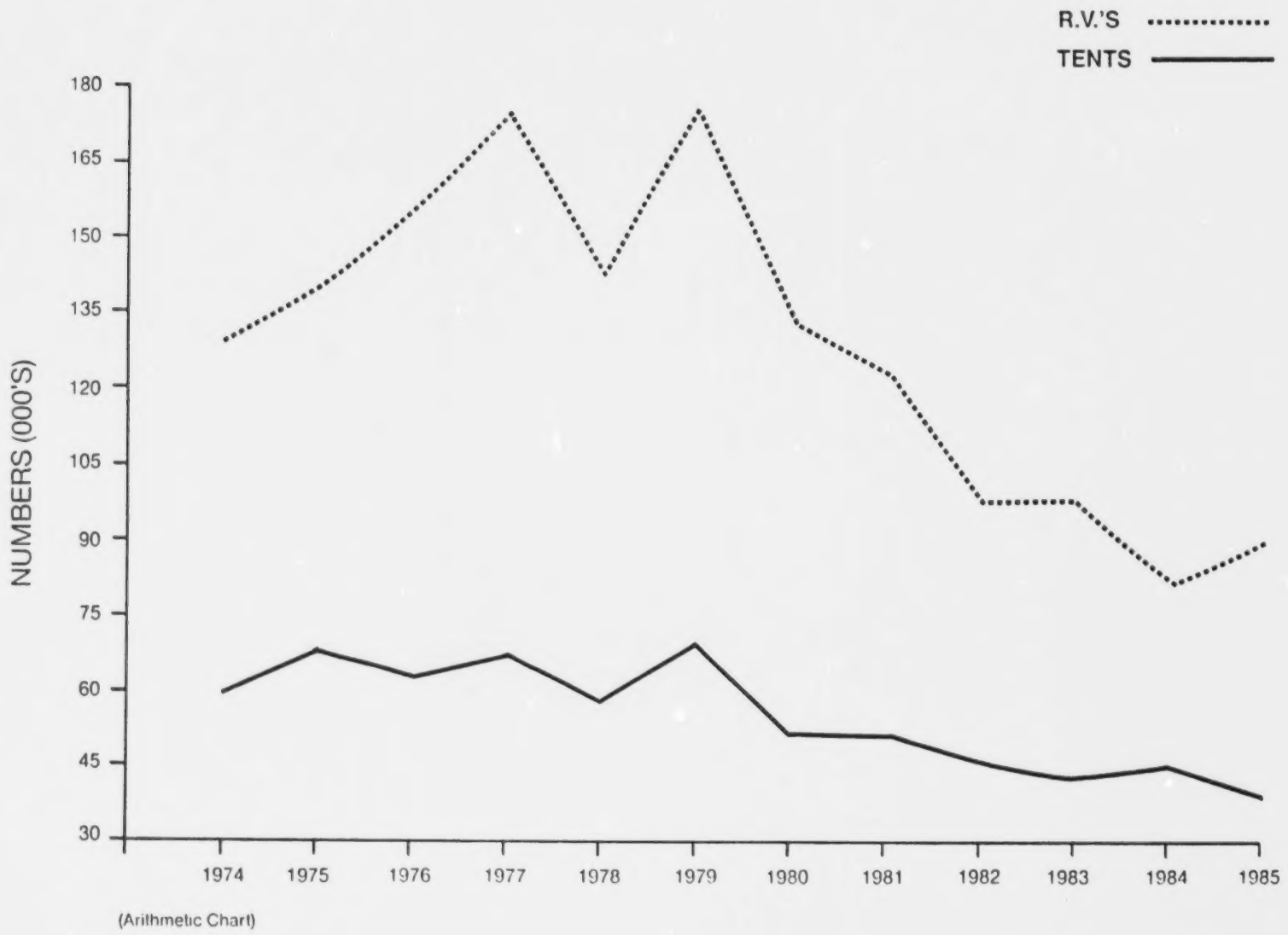
Year	Nova Scotia	Other Canada	United States	Other Countries	Total Provincial
1974	16,781	10,595	7,865		35,251
1975	16,295	15,237	11,567		43,099
1976	15,509	12,622	8,529		36,660
1977	15,938	12,171	7,805		35,914
1978	18,829	11,555	7,648	113	38,145
1979	18,228	13,023	5,722	208	37,181
1980	16,759	10,688	5,954	339	33,740
1981	15,501	9,881	6,709	339	32,511
1982	14,191	9,531	5,826	328	29,876
1983	24,382	13,251	10,553		48,186*

FEDERAL CAMPGROUNDS [2]

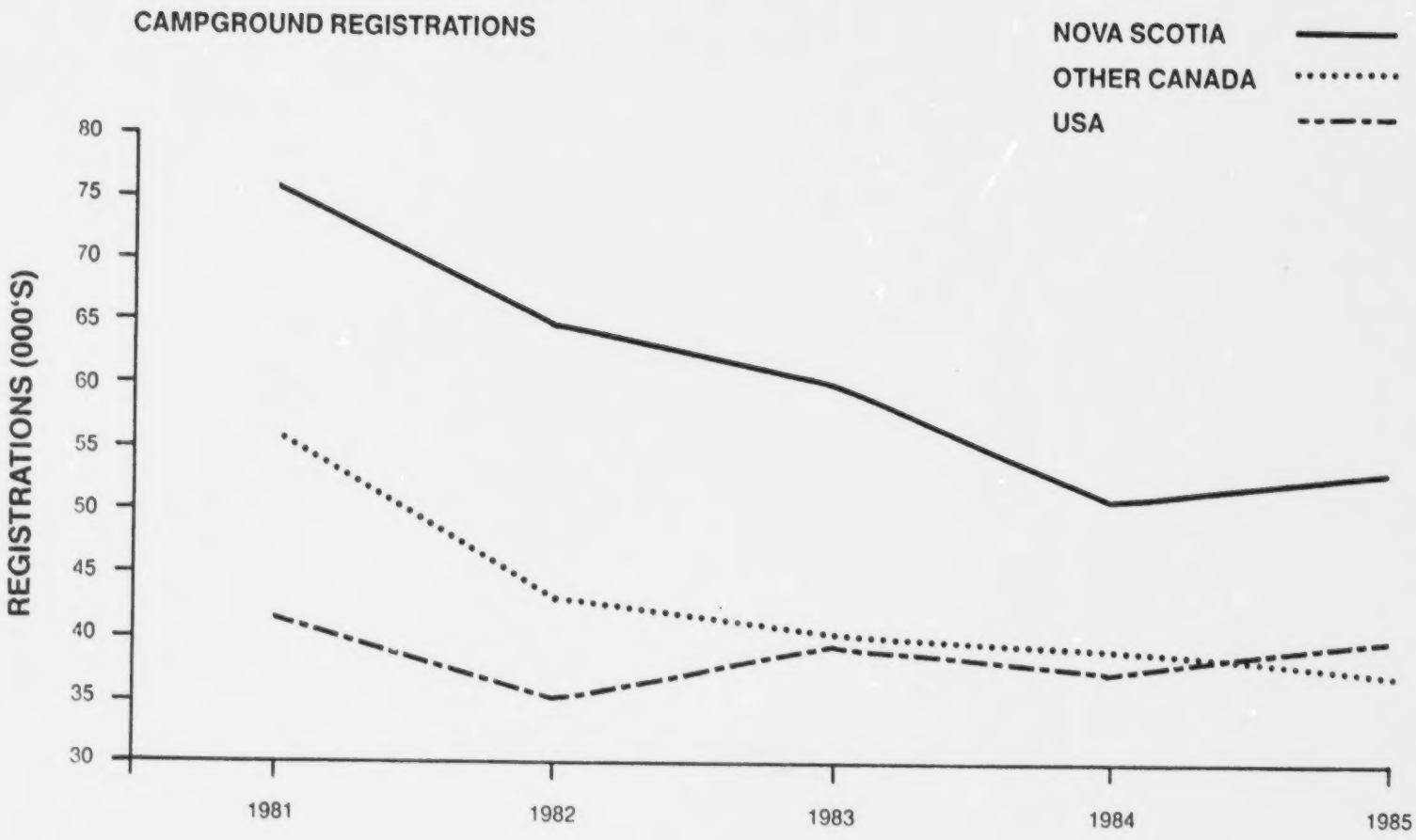
Year	Kejimkujik National Park	Cape Breton Highlands National Park
1974	21,299	42,157
1975	19,454	38,926
1976	18,495	35,380
1977	20,899	34,591
1978	26,153	35,203
1979	26,567	34,532
1980	22,915	29,193
1981	23,008	29,713
1982	22,545	32,508
1983	22,577	27,334
1984	22,709	28,831
1985	21,884	24,804

[2] Federal camper statistics record total party nights whereas private and provincial campgrounds report only on the number of initial registrations.

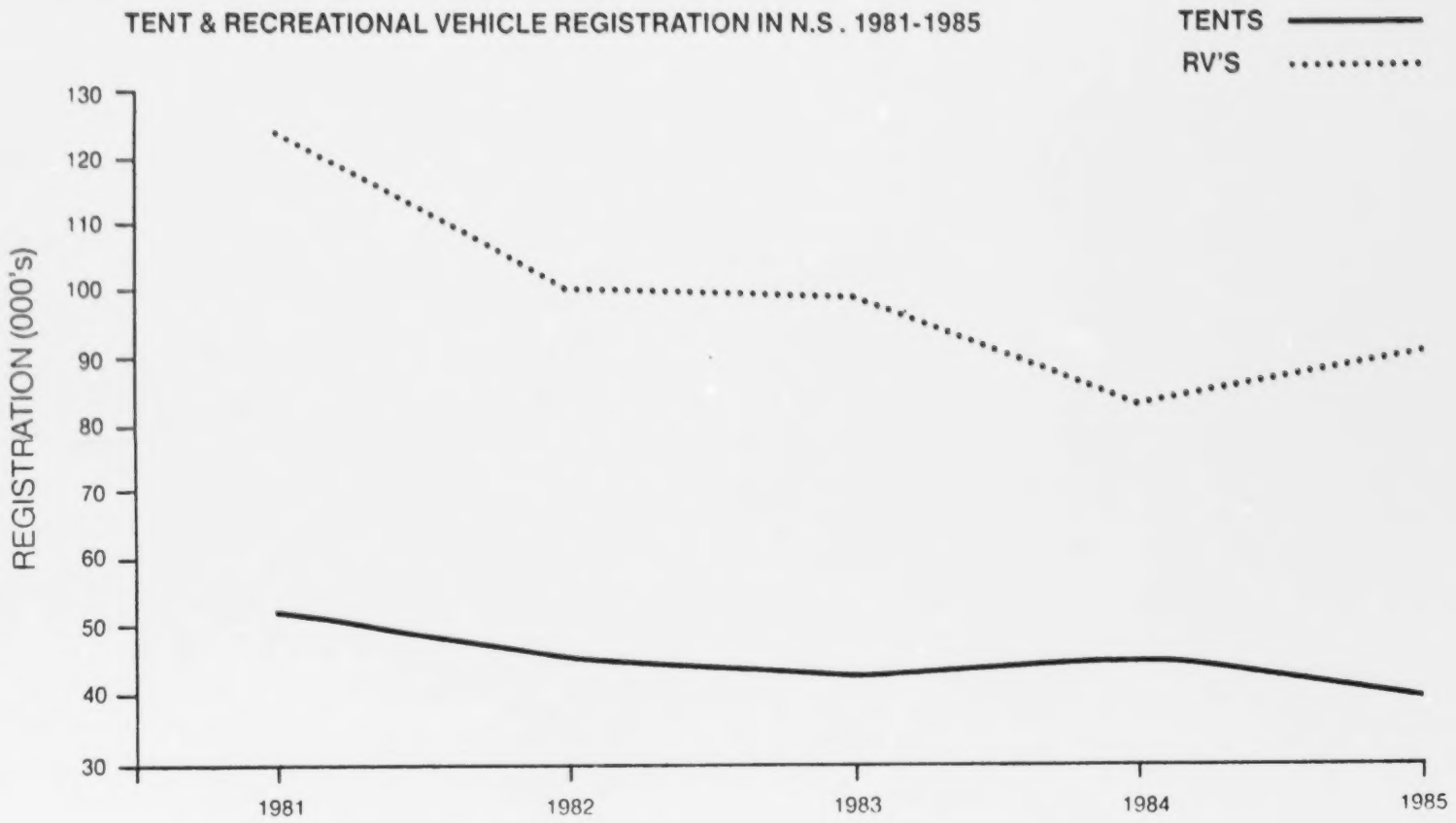
* Most recent statistics available



CAMPER REGISTRATIONS
TENTS V/S R.V.'S
1974-1985



CAMPGROUND REGISTRATIONS BY ORIGIN
1981-1985



CAMPGROUND REGISTRATION BY TYPE
1981-1985

AVAILABLE CAMPSITES IN NOVA SCOTIA CAMPGROUNDS BY TYPE (1974 - 1984)*

	Private Campgrounds			Municipal Campgrounds			Provincial Campgrounds			Federal Campgrounds			Total, All Campgrounds		
Year	Campground	Serviced Sites	Unserviced Sites	Campground	Serviced Sites	Unserviced Sites	Campground	Serviced Sites	Unserviced Sites	Campground	Serviced Sites	Unserviced Sites	Campground	Serviced Sites	Unserviced Sites
1974	160	5,557	4,477	9	141	347	18	---	1,218	8	107	1,173	195	5,805	7,215
1975	155	6,050	4,402	8	130	391	18	---	1,407	8	107	1,173	189	6,287	7,373
1976	153	6,130	3,903	7	142	329	18	---	1,381	8	107	1,129	186	6,379	6,742
1977	143	6,244	3,824	8	177	348	19	---	1,384	8	107	1,119	178	6,528	6,675
1978	142	6,497	3,888	8	215	308	19	---	1,384	8	107	1,062	177	6,819	6,642
1979	140	6,682	3,856	7	231	270	19	---	1,470	8	107	1,082	174	7,160	6,678
1980	143	6,699	4,039	7	231	270	19	---	1,424	8	107	1,074	177	7,037	6,807
1981	143	7,144	3,472	7	230	279	19	---	1,428	8	107	1,073	177	7,481	6,252
1982	140	6,926	3,348	7	241	279	19	---	1,428	8	107	1,073	174	7,274	6,128
1983	140	6,943	3,132	7	256	268	19	---	1,428	8	107	1,073	174	7,306	5,901
1984	136	7,089	2,985	7	267	250	19	---	1,428	8	107	1,068	170	7,463	5,735

SOURCE: Nova Scotia Department of Tourism

* Most recent statistics available

AVAILABLE CAMPSITES - 1985

	PRIVATE CAMPGROUNDS			MUNICIPAL CAMPGROUNDS			PROVINCIAL CAMPGROUNDS			FEDERAL CAMPGROUNDS			ROUTE TOTALS			% OF TOTAL SITES		
REGION	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.
Evangeline	34	2,178	663	2	36	73	3		155	1		329	40	2,214	1,220	24	30	21
Glooscap	17	1,099	452	2	108	24	2		193				21	1,207	669	13	16	12
Sunrise	23	853	550	1	50	46	4		230				28	903	826	17	12	15
Cape Breton	29	1,505	639				3		344	7	107	725	39	1,612	1,708	23	22	30
Marine	11	286	157				3		216				14	286	373	8	4	7
Halifax/Dartmouth	2	102	95	1	46	28	1		71				4	148	194	2	2	3
Lighthouse	17	1,068	437	1	20	8	3		219				21	1,088	664	13	15	12
TOTALS	133	7,091	2,993	7	260	179	19		1,428	8	107	1,054	167	7,458	5,654			
%'s	80	95	53	4	4	3	11		25	5	1	19	100	100	100	100	100	100

S.S. - Serviced Sites - provided with water, sewer or electric hookups

Us.S. - Unserviced Sites - without individual site hookups

C.G. - Campgrounds

SERVICED SITES - % of Total

PRIVATE CAMPGROUNDS - REGISTRATIONS

	Visitors	Residents	Total Private
1974	113,629	75,320	188,946
1975	127,454	80,157	207,692
1976	117,894	100,288	218,182
1977	130,296	111,154	241,453
1978	120,929	89,469	201,045
1979	131,450	113,326	244,776
1980	82,276	80,447	162,523
1981	98,631	75,618	174,249
1982	78,504	64,667	144,755
1983	79,956	60,551	141,913
1984	76,062	50,952	128,236
1985	76,935	53,203	130,092

PROVINCIAL CAMPGROUNDS

	Visitors	Residents	Total Provincial
1974	18,460	16,781	35,251
1975	26,804	16,295	43,099
1976	21,151	15,509	36,660
1977	19,976	15,938	35,914
1978	19,316	18,829	38,145
1979	18,953	18,228	37,181
1980	16,981	16,759	33,740
1981	16,929	15,501	32,511
1982	15,685	14,191	29,876
1983	23,804	214,382	48,186
1984	not calculated	not calculated	46,073*
1985	not calculated	not calculated	42,954*

GRAND TOTAL

1974	244,197
1975	250,791
1976	254,842
1977	279,367
1978	239,190
1979	281,957
1980	196,263
1981	204,760
1982	174,631
1983	190,099
1984	174,309
1985	173,046

* Estimated by Department of Lands & Forests only

NOVA SCOTIA NATIONAL PARK CAMPGROUNDS

A. NUMBER OF PARTY-NIGHTS (MAY TO OCTOBER), AND PERCENTAGE CHANGE FROM PREVIOUS YEAR, 1980 - 1985

YEAR:	1980		1981		1982		1983		1984		1985	
Month	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
May	1,609	n/a	1,623	0.9	1,622	-0.1	1,094	-32.6	954	-12.8	931	-2.4
June	5,653	n/a	4,644	-17.8	4,432	-4.6	4,175	-5.8	4,689	12.3	4,247	-9.4
July	19,351	n/a	20,311	5.0	23,437	15.4	20,759	-11.4	20,950	0.9	18,308	-12.6
August	22,126	n/a	20,534	-7.2	21,048	2.5	19,042	-9.5	20,622	8.3	19,633	-4.8
September	2,518	n/a	4,178	65.9	3,781	-9.5	4,000	5.8	3,667	-8.3	2,799	-23.7
October	851	n/a	1,431	68.2	733	-48.8	841	n/a	658	n/a	770	n/a
TOTAL	52,108	n/a	52,721	1.2	55,053	4.4	49,911	-9.3	51,540	3.3	46,688	-9.4
July & August	41,477	n/a	40,845	-1.5	44,485	8.9	39,801	-10.5	41,572	4.4	37,941	-8.7

Average Annual Rate of Change - July & August (1980 - 1985) -1.8 %

Number of Campsites: 978

* See yearly operating season for each individual campground

B. JULY & AUGUST OCCUPANCY, 1980 - 1985

Year	1980	1981	1982	1983	1984	1985
Site-Nights Available, (supply) July & August	73,160	73,160	73,160	73,160	71,052	60,636
Occupancy Rate, July & August	56.7%	55.8%	60.8%	54.4%	58.5%	62.6%

CAPE BRETON HIGHLANDS NATIONAL PARK CAMPGROUNDS

A. NUMBER OF PARTY-NIGHTS (MAY TO OCTOBER), AND PERCENTAGE CHANGE FROM PREVIOUS YEAR, 1980 - 1985

YEAR:	1980		1981		1982		1983		1984		1985	
Month	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
May	389	n/a	288	-26.0	378	31.3	164	-56.6	188	14.6	197	4.8
June	2,873	n/a	2,229	-22.4	2,587	16.1	2,144	-17.1	2,316	8.0	1,998	-13.7
July	11,514	n/a	11,921	3.5	14,561	22.1	11,978	-17.7	12,618	5.3	10,219	-19.0
August	12,655	n/a	11,946	-5.6	12,824	7.3	11,017	-14.1	11,744	6.6	10,606	-9.7
September	1,428	n/a	2,359	n/a	1,919	-18.7	1,833	-4.5	1,817	-0.9	1,546	-14.9
October	334	n/a	970	n/a	239	n/a	198	n/a	148	n/a	238	n/a
TOTAL	29,193	n/a	29,713	1.8	32,508	9.4	27,334	-15.9	28,831	5.5	24,804	-14.0
July & August	24,169	n/a	23,867	-1.2	27,385	14.7	22,995	-16.0	24,362	5.9	20,825	-14.5

Average Annual Rate of Change - July & August (1980 - 1985) -2.9 %

Number of Campsites: 649

* See yearly operating season for each individual campground

B. JULY & AUGUST OCCUPANCY, 1980 - 1985

Year	1980	1981	1982	1983	1984	1985
Site-Nights Available, (supply) July & August	52,762	52,762	52,762	52,762	50,654	40,238
Occupancy Rate, July & August	45.8%	45.2%	51.9%	43.6%	48.1%	51.8%

KEJIMKUJIK NATIONAL PARK CAMPGROUNDS

A. NUMBER OF PARTY-NIGHTS (MAY TO OCTOBER), AND PERCENTAGE CHANGE FROM PREVIOUS YEAR, 1980 - 1985

YEAR:	1980		1981		1982		1983		1984		1985	
Month	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
May	1,220	n/a	1,335	9.4	1,244	-6.8	930	-25.2	766	-17.6	734	-4.2
June	2,780	n/a	2,415	-13.1	1,845	-23.6	2,031	10.1	2,373	16.8	2,249	-5.2
July	7,837	n/a	8,390	11.4	8,876	5.8	8,781	-1.1	8,332	-5.1	8,089	-2.9
August	9,471	n/a	8,588	-9.3	8,224	-4.2	8,025	-2.4	8,878	10.6	9,027	1.7
September	1,090	n/a	1,819	66.9	1,862	2.4	2,167	16.4	1,850	-14.6	1,253	-32.3
October	517	n/a	461	-10.8	494	7.2	643	30.2	510	-20.7	532	4.3
TOTAL	22,915	n/a	23,008	0.4	22,545	-2.0	22,577	0.1	22,709	0.6	21,884	-3.6
July & August	17,308	n/a	16,978	-1.9	17,100	0.7	16,806	-1.7	17,210	2.4	17,116	-0.5

Average Annual Rate of Change - July & August (1980 - 1985) -0.2 %

Number of Campsites: 329

* Operating Season: (1) 1980: May to October 23; (2) 1981: May 1 to October 27; (3) 1982: May 1 to October 24; (4) 1983 to 1985: May 1 to October 31

SOURCE: Park Use Record, NPC Form

B. JULY & AUGUST OCCUPANCY, 1980 - 1985

Year	1980	1981	1982	1983	1984	1985
Site-Nights Available, (supply) July & August	20,398	20,398	20,398	20,398	20,398	20,398
Occupancy Rate, July & August	84.9%	83.2%	83.8%	82.4%	84.4%	83.9%

SUMMARY OF CAMPGROUND TRENDS

1. A drop in private campgrounds from 160 in 1974, to 136 in 1984, but an increase in total campsites of 178 over the same period.

2. An increase in total serviced sites from 5,557 in 1974 to 7,351 in 1985, accompanied by decrease in unserviced sites to 3,172.

3. Campground registrations showed a steady increase to 1977, followed by a steady decreased from 1979 to 1982. Total registrations have declined from 281,957 in 1979 to 130,092 in 1985, a decrease of 151,865 registrations or 54%. Since 1974, the decrease in registrations in private and municipal campgrounds is 31%.

4. Recreation vehicle traffic to Nova Scotia appears to have followed the same pattern as campground registrations, rising steadily from 1974 to 1977, and decreasing since 1979.

5. The ratio of recreation vehicles to tents remains fairly constant at 2.3 - 2.5 recreation vehicles per tent in private campgrounds.

6. Until 1984, resident Nova Scotia camper registrations were declining, as are campers from the United States, but Nova Scotians still account for nearly half the camper parties registered.

7. There appears to be a trend towards more seasonal camping.

8. Figures prior to 1980 may not be entirely accurate due to the method of gathering statistical information from campgrounds prior to 1980.

CHAPTER 7

FARM AND COUNTRY VACATIONS
BED AND BREAKFAST HOMES
YOUTH HOSTELS

FARM AND COUNTRY VACATION HOMES, BED AND BREAKFAST HOMES AND YOUTH HOSTELS

Number of Establishments and Number of Guest Days By Year (1974 - 1985)

Type of Establishment	Year	Number of Establishments	Number of Guest Days
Farm and Country Vacation Homes (1)	1974	18	220
	1975	40	2,500
	1976	47	4,000
	1977	39	3,434
	1978	36	3,496
	1979	40	4,895
	1980	41	4,993
	1981	34	4,511
	1982	34	4,068
	1983	36	4,822
	1984	39	6,855
	1985	39	9,354
Bed and Breakfast Homes (2)	1974	25	1,400
	1975	44	2,435
	1976	47	4,557
	1977	55	5,290
	1978	75	5,490
	1979	50	7,723
	1980	51	8,500
	1981	57	9,774
	1982	60	10,624
	1983	61	10,758
	1984	63	11,645
	1985	61	11,800

(continued)

Type of Establishment	Year	Number of Establishments	Number of Guest Days
Youth Hostels (3)	1974	12	16,868
	1975	14	15,343
	1976	11	10,230
	1977	13	8,264*
	1978	9	9,098
	1979	10	9,104
	1980	13	8,854
	1981	13	8,605
	1982	12	7,398
	1983	12	8,265
	1984	11	8,683
	1985	11	8,938

SOURCE: (1) Nova Scotia Farm and Country Vacation Home Association
(2) Cape Breton Development Corporation
(3) Nova Scotia Hostelling Association

* This figure is based on 11 establishments.

SUMMARY OF FARM AND COUNTRY VACATION HOMES BED AND BREAKFAST HOMES YOUTH HOSTELS TRENDS

Farm and Country Vacation Homes are licensed and promoted by the Department of Agriculture. While there were 39 establishments operating in 1985, Guest Days have reached 9,345 days - 4,361 days more than the previous peak in 1980 - an increase of 87% over the period.

Bed and Breakfast Homes licensed and promoted by DEVCO have fluctuated the number of establishments by as much as 50% from year to year. Despite a decrease in the number of establishments from 75 in 1978 to 61 in 1985, Guest Days have increased over the same period from 5,490 to 11,800, or +115%.

Youth Hostels have fluctuated from 12 in 1974 to 9 in 1978 to 11 in 1985, while the number of Guest Days has decreased over the same period by 47% from 16,868 to 8,938.

CHAPTER 8

MOTOR VEHICLES

MOTOR VEHICLES

Entry Points

Amherst was the most widely used entry point into Nova Scotia with respect to the volume of non-resident automobile traffic in 1985. The percentage of non-resident automobiles entering the Province through Amherst was 63.3%. When viewed in total with Nova Scotia's other land entry point, Tidnish, a total of 71.1% of out-of-province motor vehicles came by highway via New Brunswick. These two entry points accounted for 84.0% and 51.0% of Canadian and American motor vehicles respectively.

The other four entrances (water entrances) accounted for the remaining motor vehicle traffic. In order of the largest volume, these were: Caribou, 11.5%; Yarmouth, 7.9%; Digby, 7.9%; and North Sydney, 3.6%. Yarmouth and Digby were strategic points of entry for automobile visitors orginating from the United States.

Amherst was the busiest entry point into Nova Scotia for American traffic (50%) followed by Yarmouth with 32%. Caribou and Digby were similar, 10% and 8% respectively.

Choices of entry points for tour buses have changed little from 1981. Yarmouth remains the leader for tour bus traffic accounting for 37.6% of all tour buses, followed by Amherst with 35.5%, Caribou with 10.7% and Digby, 13.2%.

ORIGIN OF MOTOR VEHICLE ENTRIES TO NOVA SCOTIA: 1983 - 1985

PERCENT OF TOTAL MOTOR VEHICLES

	1983	1984	1985	Percent ('85)
Canadian	304,846	329,385	343,380	82.0%
American	72,735	73,975	75,355	18.0%
Foreign	134	203	37	---
TOTAL	**377,715**	**403,563**	**418,772**	**100.0%**

PERCENT OF CANADIAN MOTOR VEHICLES

New Brunswick	182,423	211,349	221,004	64.4%
Ontario	52,761	56,049	58,229	17.0%
Prince Edward Island	23,418	23,919	24,408	7.1%
Quebec	15,747	17,692	19,120	5.6%
Newfoundland	12,845	11,459	12,151	3.5%
Unidentified	9,286	---	---	---
Alberta	4,363	4,148	3,697	1.1%
British Columbia	2,072	2,325	2,506	0.7%
Manitoba	1,208	1,578	1,494	0.4%
Saskatchewan	723	866	771	0.2%
TOTAL	**304,846**	**329,385**	**343,380**	**100.0%**

PERCENT OF AMERICAN VEHICLES

Massachusetts	15,008	15,523	15,558	20.6%
New York	8,121	7,725	7,931	10.5%
Maine	5,488	5,440	5,850	7.8%
New Jersey	4,370	4,236	4,191	5.6%
Pennsylvania	4,395	4,465	4,259	5.7%
Connecticut	3,513	3,542	3,464	4.6%
Florida	3,699	4,760	5,214	6.9%
New Hampshire	3,073	3,219	3,535	4.7%
Michigan	2,285	2,187	2,207	2.9%
Ohio	2,136	2,422	2,404	3.2%
Maryland	1,885	2,047	2,024	2.7%
Virginia	1,800	2,246	2,117	2.8%
California	1,620	1,700	1,777	2.4%
Illinois	1,347	1,263	1,387	1.8%
Rhode Island	1,067	1,186	1,087	1.4%
Vermont	1,083	1,068	1,124	1.5%
All others (incl. unidentified)	11,845	10,946	11,226	14.9%
* **TOTAL**	**72,735**	**73,975**	**75,355**	**100.%**

* Absolute numbers

* Statistics for 1984 and 1985 cover period May 15 to September 30

PERCENT OF TOTAL MOTOR VEHICLES
1983 - 1985

	1983	1984	1985	Percent ('85)
New Brunswick	182,423	211,349	221,004	52.8%
Ontario	52,761	56,049	58,229	13.9%
Prince Edward Island	23,418	23,919	24,408	5.8%
Quebec	15,747	17,692	19,120	4.6%
Massachusetts	15,008	15,523	15,558	3.7%
Newfoundland	12,845	11,459	12,151	2.9%
New York	8,121	7,725	7,931	1.9%
Maine	5,488	5,440	5,850	1.4%
New Jersey	4,370	4,236	4,191	1.0%
Pennsylvania	4,395	4,465	4,259	1.0%
Alberta	4,363	4,148	3,697	0.9%
Connecticut	3,513	3,542	3,464	0.8%
British Columbia	2,072	2,325	2,506	0.6%
Florida	3,699	4,706	5,214	1.2%
New Hampshire	3,073	3,219	3,535	0.8%
Michigan	2,285	2,187	2,207	0.5%
Ohio	2,136	2,422	2,404	0.6%
Maryland	1,885	2,047	2,024	0.5%
Virginia	1,800	2,246	2,117	0.5%
California	1,620	1,700	1,777	0.4%
Illinois	1,347	1,263	1,387	0.3%
Rhode Island	1,067	1,186	1,087	0.3%
Vermont	1,083	1,068	1,124	0.3%
Other (Including Unidentified Foreign)	21,988	11,149	11,263	2.7%
TOTAL (Absolute Nos.)	**377,715**	**403,563**	**418,772**	**100.0%**

SHARE DISTRIBUTION OF AUTO TRAFFIC
1972 - 1985

	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
United States	30.3	27.7	23.7	24.7	21.8	19.5	20.3	14.5	16.6	18.0	17.0	19.3	18.3	17.9
Atlantic Canada	42.9	44.7	47.2	47.7	52.0	55.3	55.1	56.9	57.1	58.0	60.0	57.9	61.1	61.5
Central Canada	25.0	25.9	27.3	25.9	24.1	23.2	22.7	23.9	21.2	20.0	18.9	18.1	18.3	18.5
Western Canada	1.8	1.7	1.8	1.9	2.1	2.0	2.0	2.2	2.2	2.0	2.5	2.2	2.2	2.0
TOTAL CANADA	69.7	72.3	76.3	75.5	78.2	80.5	79.8	83.0	80.5	80.0	81.4	80.7	81.6	81.9

AUTOMOBILE VOLUME VISITATION BY POINT OF ENTRY (1972 - 1984)

	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1984
Amherst												
Canadian	211,111	230,002	227,522	239,292	240,861	271,447	249,972	262,362	255,112	262,150	266,256	256,920
United States	73,635	64,768	49,357	54,635	47,147	46,371	42,564	29,046	30,926	33,909	33,966	36,988
Foreign	741	999	590	770	353	47	93	5	7	21	26	
Total	285,487 (75.7)	295,769 (73.9)	277,469 (72.6)	294,697 (72.0)	288,361 (73.0)	317,865 (75.7)	292,629 (73.5)	291,413 (73.5)	286,045 (73.9)	296,080 (73.9)	300,248 (74.9)	290,565 (72.0)
Caribou												
Canadian	23,359	29,873	32,010	31,818	33,307	32,861	33,872	37,607	29,857	30,020	27,904	29,645
United States	8,870	11,140	9,293	10,136	8,993	9,185	8,275	6,104	6,408	8,234	6,917	7,398
Foreign	4	3	4	9	4	13	10	0		1	4	
Total	32,133 (8.5)	41,016 (10.3)	41,307 (10.8)	41,963 (10.0)	42,304 (11.0)	42,059 (10.0)	42,157 (10.5)	43,711 (11.0)	36,265 (9.4)	38,255 (9.5)	34,825 (8.7)	36,321 (9.0)
Digby												
Canadian	7,468	7,160	6,968	8,584	8,465	8,958	9,808	11,310	10,464	10,572	10,198	9,882
United States	8,526	7,127	5,698	7,113	5,731	6,619	6,663	4,963	6,188	6,492	6,021	5,918
Foreign	5	4	2	4	35				3	4		
Total	15,999 (4.2)	14,291 (3.6)	12,618 (3.4)	15,701 (4.0)	14,231 (4.0)	15,577 (3.7)	16,471 (4.1)	16,273 (4.1)	16,655 (4.3)	17,068 (4.3)	16,219 (4.0)	16,143 (4.0)
North Sydney												
Canadian	7,300 (1.9)	7,684 (1.9)	9,886 (2.6)	11,330 (3.0)	11,031 (3.0)	10,896 (2.6)	11,639 (3.0)	11,410 (2.9)	8,918 (2.3)	9,490 (2.4)	11,363 (2.8)	13,175 (3.0)

(continued)

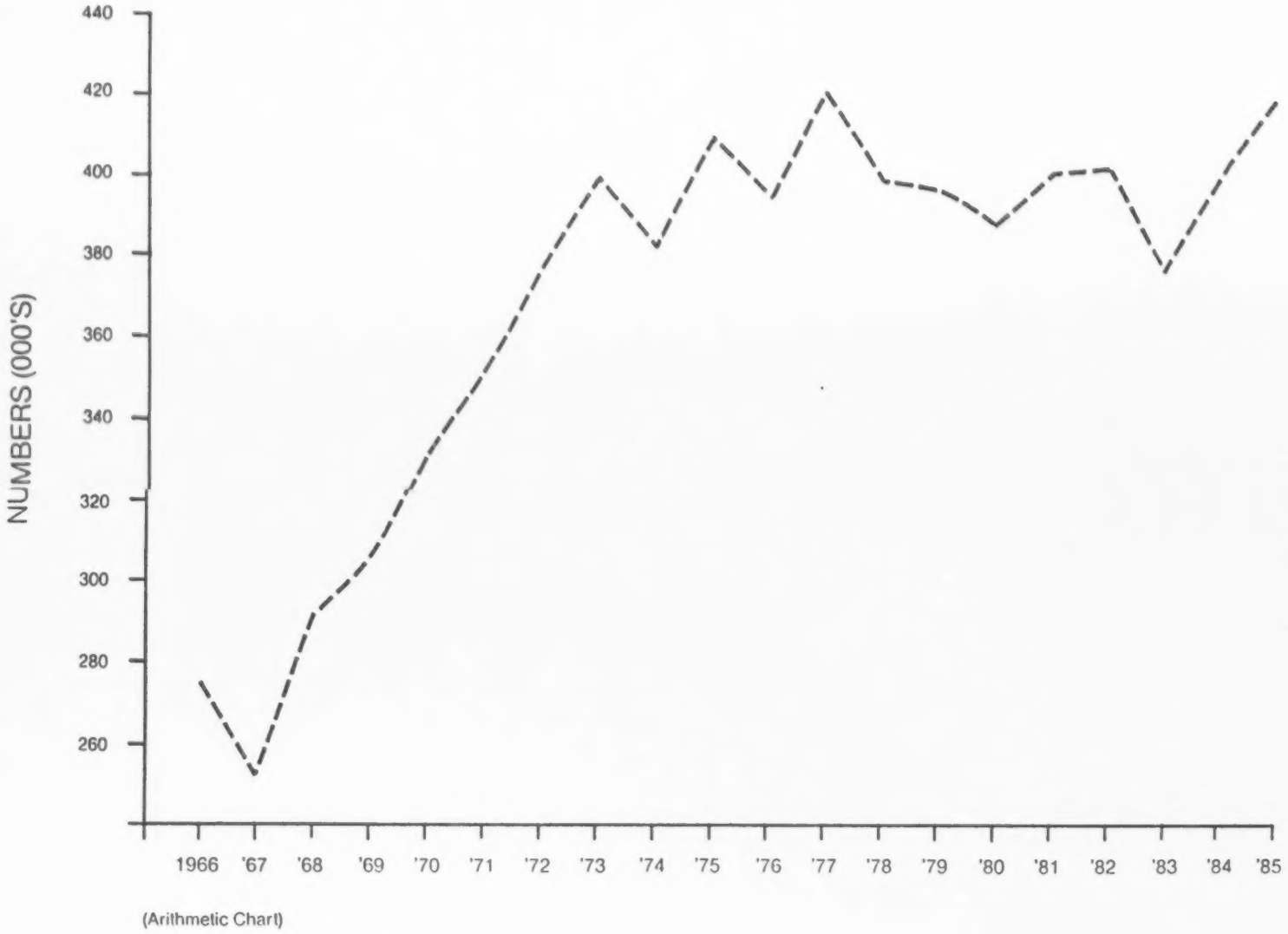
	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1984
Tidnish												
Canadian	11,007	11,987	12,718	13,124	11,845	11,581	10,431	12,879	14,152	14,024	14,905	16,469
United States	1,296	1,888	1,440	1,684	1,092	1,245	1,063	1,232	1,060	1,011	1,122	740
Foreign	1	1	14	6	12		9	2			0	
Total	12,304 (3.3)	13,876 (3.5)	14,172 (3.7)	14,778 (4.0)	12,949 (3.0)	12,826 (3.0)	11,503 (2.9)	14,113 (3.6)	15,212 (3.9)	15,035 (3.8)	16,027 (4.0)	20,178 (5.0)
Yarmouth												
Canadian	1,636	1,691	1,881	2,407	2,120	1,850	2,272	1,708	2,233	2,046	1,753	3,294
United States	22,435	25,447	24,662	28,434	23,227	19,009	21,478	17,613	21,784	22,398	20,623	22,931
Foreign	7		4	8	27	3						
Total	24,078 (6.4)	27,138 (6.8)	26,547 (6.9)	30,960 (7.0)	25,374 (6.0)	20,862 (5.0)	23,750 (6.0)	19,321 (4.9)	24,017 (6.2)	24,444 (6.1)	22,376 (5.6)	28,249 (7.0)
Entry Points												
Canadian	261,781	288,397	290,985	306,555	307,629	337,623	317,994	337,276	320,736	328,302	332,379	329,385
United States	114,762	110,370	90,400	102,077	86,190	82,429	80,043	58,958	66,366	72,044	68,649	73,975
Foreign	758	1,006	614	797	431	63	112	7	10	26	30	
Total	377,301 (100.0)	399,773 (100.0)	381,999 (100.0)	409,429 (100.0)	394,250 (100.0)	420,115 (100.0)	398,149 (100.0)	396,241 (100.0)	387,112 (100.0)	400,372 (100.0)	401,058 (100.0)	403,563 (100.0)

VOLUME OF MOTOR VEHICLE ENTRIES TO NOVA SCOTIA BY ORIGIN

1966 - 1985

Year	New England	Mid Atlantic	Northeast Central	Remainder U.S.	Western Canada	Ontario	Quebec	Newfoundland New Brunswick P.E.I.
1966	37,366 (13.6%)	24,004 (8.7%)	9,489 (3.4%)	15,187 (5.5%)	2,933 (1.1%)	43,173 (15.8%)	16,257 (5.9%)	126,699 (46.0%)
1967	28,157 (11.1%)	17,585 (7.0%)	8,251 (3.3%)	10,806 (4.2%)	5,179 (2.1%)	41,610 (16.5%)	13,650 (5.4%)	127,247 (50.4%)
1968	37,195 (12.6%)	24,192 (8.2%)	8,703 (2.9%)	12,480 (4.2%)	3,874 (1.3%)	53,710 (18.2%)	22,333 (7.6%)	132,928 (45.0%)
1969	38,168 (12.6%)	26,129 (8.6%)	9,557 (3.2%)	13,463 (4.4%)	4,200 (1.4%)	53,756 (17.7%)	20,787 (6.8%)	137,797 (45.3%)
1970	45,969 (13.9%)	32,481 (9.8%)	11,010 (3.3%)	16,233 (4.9%)	4,598 (1.4%)	58,003 (17.5%)	22,479 (6.6%)	141,095 (42.5%)
1971	47,233 (13.5%)	31,426 (8.9%)	10,776 (3.1%)	16,798 (4.8%0	5,066 (1.4%)	65,045 (18.5%)	23,069 (6.6%)	151,351 (43.2%)
1972	48,942 (12.9%)	32,897 (8.7%)	12,548 (3.3%)	20,375 (5.4%)	6,197 (1.8%)	70,544 (18.8%)	23,386 (6.2%)	161,654 (42.9%)
1973	48,193 (12.2%)	31,729 (7.9%)	11,765 (2.9%)	18,683 (4.7%)	6,763 (1.7%)	76,849 (19.3%)	26,423 (6.6%)	178,362 (44.7%)
1974	41,800 (10.9%)	26,200 (6.8%)	8,500 (2.3%)	14,200 (3.7%)	6,500 (1.8%)	73,547 (20.4%)	26,200 (6.9%)	184,800 (47.2%)
1975	42,600 (10.4%)	30,200 (7.3%)	9,800 (2.4%)	19,000 (4.6%)	8,000 (1.9%)	77,700 (19.6%)	25,900 (6.3%)	195,000 (47.7%)
1976	37,611 (9.5%)	24,215 (6.1%)	8,096 (2.1%)	16,268 (4.1%)	8,063 (2.1%)	70,308 (17.9%)	24,611 (6.2%)	204,647 (52.0%)
1977	35,013 (8.3%)	22,314 (5.3%)	8,571 (2.0%)	16,331 (3.9%)	8,584 (2.0%)	70,950 (16.9%)	25,787 (6.3%)	232,302 (55.3%)
1978	34,093 (9.0%)	20,710 (5.1%)	7,947 (2.0%)	14,405 (4.2%)	8,235 (2.0%)	67,057 (16.9%)	23,205 (5.8%)	219,497 (55.1%)
1979	27,405 (6.9%)	13,622 (3.4%)	6,044 (1.5%)	10,551 (2.7%)	8,636 (2.2%)	69,546 (17.6%)	24,973 (6.3%)	225,428 (56.9%)
1980	29,049 (7.5%)	16,501 (4.3%)	5,974 (1.5%)	12,715 (3.3%)	8,350 (2.2%)	62,287 (16.1%)	19,671 (5.1%)	221,042 (57.1%)
1981	29,670 (8.0%)	17,531 (4.0%)	7,225 (2.0%)	15,623 (4.0%)	9,536 (2.0%)	60,343 (15.0%)	19,556 (5.0%)	231,742 (58.0%)
1982	28,178 (7.0%)	16,130 (4.0%)	6,562 (1.6%)	17,781 (4.4%)	9,886 (2.5%)	56,978 (14.2%)	18,888 (4.7%)	240,995 (60.0%)
1983	29,232 (7.7%)	16,886 (4.5%)	7,031 (1.9%)	19,586 (5.2%)	8,366 (2.2%)	52,761 (14.0%)	15,747 (4.1%)	218,686 (57.9%)
1984	29,978 (7.4%)	16,426 (4.0%)	7,328 (1.8%)	20,243 (5.0%)	8,917 (2.2%)	56,049 (13.9%)	17,692 (4.4%)	246,727 (61.1%)
1985	30,618 (7.3%)	16,381 (3.9%)	7,543 (1.8%)	20,813 (4.9%)	8,468 (2.0%)	58,229 (13.9%)	19,120 (4.6%)	257,563 (57.9%)

New England: Maine, New Hampshire, Massachusetts, Rhode Island, Vermont, Connecticut
Mid Atlantic: New York, New Jersey, Pennsylvania
Northeast Central: Illinois, Indiana, Michigan, Ohio, Wisconsin
Remainder U.S.: includes unidentified
Canadian unidentified are excluded.



(Arithmetic Chart)

TOTAL MOTOR VEHICLES & R.V.'S ENTERING NOVA SCOTIA 1966-1985

MOTOR VEHICLE [1] SHARE
BY ENTRY POINT AND MONTH, 1985

Entry Point	May 15-31	June	July	Aug.	Sept.	Oct.	Total
Amherst	4.4%[3]	10.1%	16.9%	14.6%	9.3%	8.0%	63.3%
Tidnish	0.6%	1.3%	1.9%	2.0%	1.1%	0.9%	7.8
Caribou	0.5%	1.4%	3.2%	3.5%	1.8%	1.1%	11.5%
North Sydney	0.1%	0.7%	1.3%	1.0%	0.3%	0.2%	3.6%
Yarmouth	0.2%	1.0%	2.5%	2.3%	1.4%	0.5%	7.9%
Digby	0.2%	0.7%	1.7%	2.1%	0.8%	0.4%	5.9%
TOTAL	**6.0%**	**15.2%**	**27.5%**	**25.5%**	**14.7%**	**11.1%**	**833,900** [2]

(1) Includes Auto and Recreational Vehicles
Sameday travellers excluded.

(2) Total number of overnight visitors.

(3) Read as 4.4% of all motor vehicle passengers to Nova Scotia arrived through Amherst between May 15 and May 31

Please Note: Row and column percentages add up to 100%.

RECREATIONAL VEHICLE SHARE
BY ENTRY POINT AND MONTH, 1985

Entry Point	May 15-31	June	July	Aug.	Sept.	Oct.	Total
Amherst	2.6%	10.0%	23.6%	16.6%	8.1%	3.2%	64.1%
Tidnish	0.1%	0.4%	0.9%	1.2%	0.3%	0.1%	3.0%
Caribou	0.4%	0.8%	5.2%	4.6%	1.3%	0.3%	12.6%
North Sydney	0.1%	1.1%	2.1%	1.4%	0.5%	0.2%	5.4%
Yarmouth	0.1%	0.8%	2.1%	1.3%	0.8%	0.2%	5.3%
Digby	0.3%	1.1%	2.6%	3.3%	1.5%	0.8%	9.6%
TOTAL	**3.6%**	**14.2%**	**36.5%**	**28.4%**	**12.5%**	**4.8%**	103,200 (1)

(1) Total number of overnight visitors.

PERCENTAGES OF CANADIAN AND AMERICAN MOTOR VEHICLES ENTERING NOVA SCOTIA BY ENTRY POINT - 1984

Place	Canadian	American	All Motor Vehicles
Amherst	256,920 (78.0%)	36,988 (50.0%)	290,565 (72.0%)
Caribou	29,645 (9.0%)	7,398 (10.0%)	36,321 (9.0%)
Digby	9,882 (3.0%)	5,918 (8.0%)	16,143 (4.0%)
North Sydney	13,175 (4.0%)	n/a	12,107 (3.0%)
Tidnish	16,469 (5.0%)	740 (1.0%)	20,17ᵬ (5.0%)
Yarmouth	3,294 (1.0%)	22,931 (31.0%)	28,249 (7.0%)
TOTAL	329,385 (100.0%)	73,975 (100.0%)	403,563 (100.0%)

SUMMARY OF AUTOMOBILE TRAFFIC TRENDS

1. Nearly 77% of non-resident automobile traffic is via New Brunswick, with 72% entering at Amherst. Caribou, Yarmouth, Digby and North Sydney account for the remaining 28%.

2. Automobile traffic increased from 1966 to a peak of 420,115 vehicles in 1977 and has declined since to 403,563 vehicles in 1984.

3. American automobile traffic has declined 29% from 1970 to 1985, to a total of 75,355 vehicles in 1985, while traffic from Atlantic Canada has increased 83% to 257,563 vehicles over the same period.

4. The share distribution of traffic from 1972-1984 shows a decline from 30.3% to 18.3% from the United States and 25% to 18.3% from Central Canada. Traffic from Western Canada remains relatively constant at about 2.2%, while Atlantic Canada's share has increased from 42.9% in 1972 to 61.1% in 1983.

5. New Brunswick (52.4%) and Ontario (13.9%) account for 66.3% of motor vehicles to Nova Scotia. Massachusetts at 3.8% has the largest share of American traffic.

6. Traffic from New England has declined from 13.6% in 1966 to 7.4% in 1984.

7. Traffic from Ontario and Quebec has declined since 1979, while traffic from Newfoundland, New Brunswick and P.E.I. has increased steadily from 42.9% in 1972 to 61.1% of the total in 1984.

8. Average party size has declined from 1971 Canada 3.28 people/party, America 3.07 people/party to 2.55 people/party for both countries in 1985.

CHAPTER 9

TOUR BUSES

MOTOR COACH SHARE
BY ENTRY POINT AND MONTH, 1985

Entry Point	May 15-31	June	July	Aug.	Sept.	Oct.	Total
Amherst	1.4%	4.4%	6.6%	9.4%	8.9%	4.8%	35.5%
Tidnish	0.0%	0.1%	0.0%	0.6%	0.1%	0.0%	0.8%
Caribou	0.1%	0.8%	2.6%	2.7%	3.1%	1.4%	10.7%
North Sydney	0.1%	0.1%	0.4%	1.0%	0.5%	0.1%	2.2%
Yarmouth	0.6%	2.8%	10.8%	10.7%	9.1%	3.6%	37.6%
Digby	0.1%	1.1%	4.5%	3.1%	3.1%	1.3%	13.2%
TOTAL	**2.3%**	**9.3%**	**24.9%**	**27.5%**	**24.8%**	**11.2%**	**54,600** [1]

(1) Total number of overnight visitors.

TOUR BUSES ENTERING NOVA SCOTIA

BY POINT OF ENTRY - 1983

Entry Point	1981	1982	1983	Share of Total '83
Amherst	341	331	514	32.4%
Caribou	375	212	249	15.7%
Digby	206	195	222	14.5%
North Sydney	3	2	19	1.2%
Tidnish	17	5	7	0.5%
Yarmouth	637	491	574	36.2%
TOTAL	**1,579**	**1,236**	**1,585**	**100.0%**

BY MONTH - 1983

Entry Point	June	July	August	September	October	Total
Amherst	86	112	138	103	75	514
Caribou	28	58	56	76	31	249
Digby	21	65	57	58	21	222
North Sydney	3	7	5	2	2	19
Tidnish	1	3	2	1	0	7
Yarmouth	53	168	170	145	38	574
TOTAL	**192**	**413**	**428**	**385**	**167**	**1,585**

FLY / MOTOR COACH MARKET - 1980-1983

	1980	1982	1983	% Change ('82 to '83)
Number of Motorcoaches coaches chartered	150	196	257	+ 31%
Number of People	5,628	7,820	9,946	+ 27%
Expenditures	$1,818,900	$3,389,000	$4,991,400	+ 47%

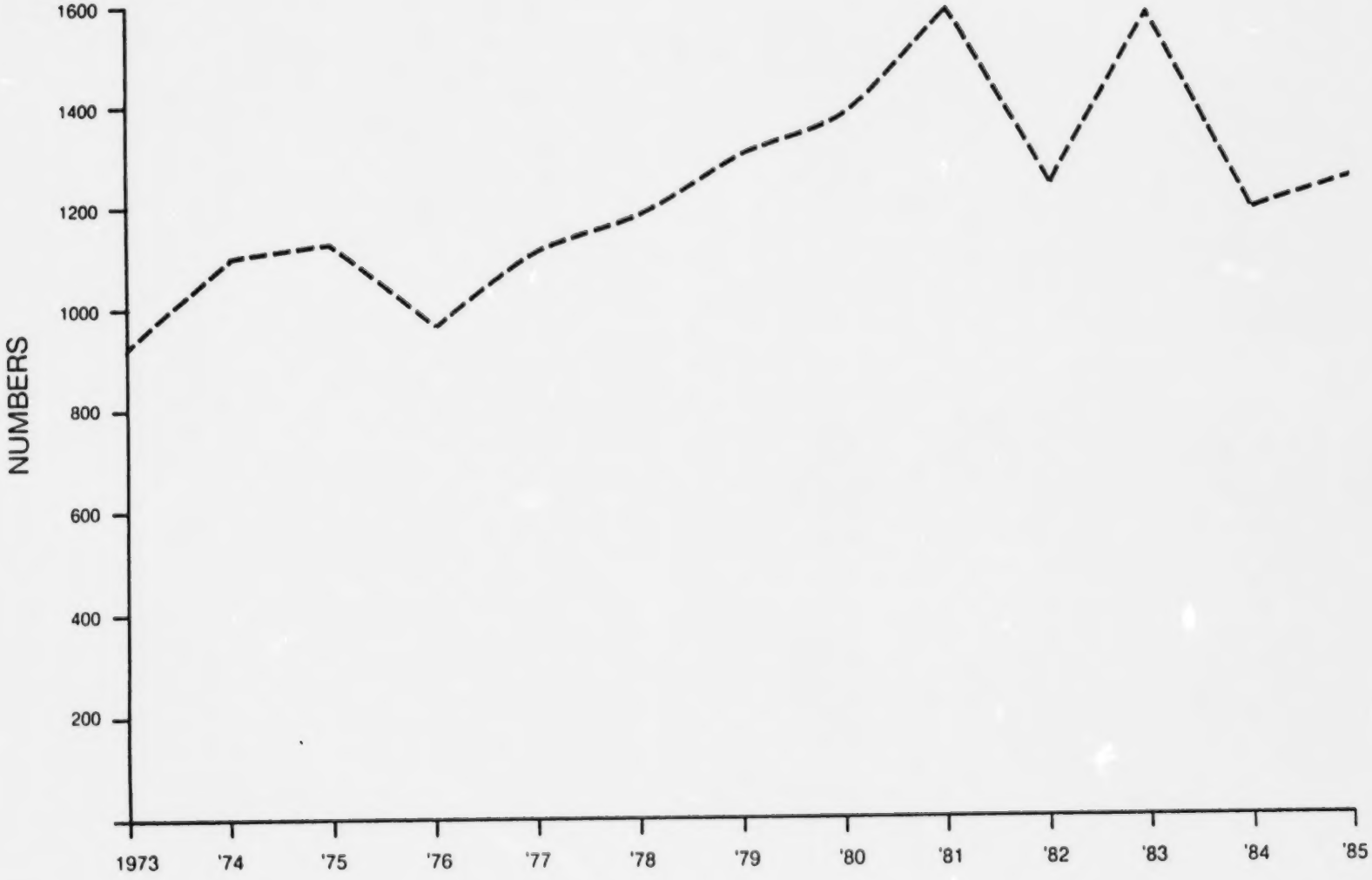
*N.B. Since these people arrive by plane, they have been already counted in the person volume air visitors. As well, they are included in the air expenditures tables.

TOTAL AIR/MOTOR COACH VISITOR EXPENDITURES

	1985	% Change ('82 to '85)
Air Visitors	$93,600,000	+ 21.3%
Motorcoach Visitors	$32,400,000	+ 31.0%

Therefore, when the non-resident travellers on fly/bus are incorporated as motorcoach patrons, the total expenditures increased considerably. 1981/1982 change would show a 16% increase, but the air expenditures would decrease 2%.

(YEARLY ANALYSIS PERIOD JUNE 1 TO OCTOBER 31 INCL.)



(Arithmetic Chart)

ANALYSIS OF TOUR BUSES
1973-1985

SUMMARY OF TOUR BUS TRENDS

1. Tour Bus Traffic has shown an increase from 16,900 in 1970 to 54,567 in 1985 (1985 figure is for motor coach which includes bus and bus tour traffic). This growth has not been steady, and volumes have dropped significantly in 1982 and again in 1984. Motor coach accounts for 4% to 5% of the total share of visitors.

2. Approximately 73% of all tour buses now enter via Yarmouth (37.6%) and Amherst (35.5%), with Caribou and Digby making up the remaining 27%.

CHAPTER 10

NON-RESIDENT VISITORS AND EXPENDITURES

NON-RESIDENT TRAVEL - 1985*
(May - October)

	Number of Visitors	$ Dollars Spent in N.S.
TOTAL	1,124,483	238,400,000

1984

Visitor Expenditure by Category	$ Dollars	%
Accommodation	58,408,000	24.5
Meals and Beverages in Restaurants	54,355,200	22.8
Gas and Oil	48,395,200	20.3
Souvenirs and Expenses under $200	21,456,000	9.0
Snacks and Beverages in Stores	20,025,600	8.4
Recreation and Entertainment	14,780,800	6.2
Transportation	8,344,000	3.5
Handicrafts	5,960,000	2.5
Auto Repairs	5,721,600	2.4
Expenses Greater than $200	953,600	.4

1985

Mode of Travel	Number of Visitors	%
Auto	727,541	64.7
Air	239,515	21.3
Motor Coach	55,100	4.9
R.V.'s	102,328	9.1
TOTAL	1,124,483	

* Includes Motorcoach, air and auto travellers only.

1984 Visitor party size, length of stay and average expenditures.

Mode	Average Party Size	Average Length of Stay (days)	Average Expenditure
Motor Vehicle	2.55	4.65	290.00/party/trip
Air	1.45	8.15	$545.00/person/trip
Motorcoach	38.7	6.19	$433.38/person/trip*
R.V.'s	2.68	6.36	$408.00/person/trip

* 1982 figures (latest available)

Destination - Nova Scotia May 15 - October 31, 1984
Overnight Travellers Only

VISITOR PROFILE - DEMOGRAPHY
MODE ANALYSIS

	All Visitors	Auto (exclude RV)	RV	Air
Volume				
Average Party Size	2.14	2.49	2.68	1.45
Person Trips	1,037,000	693,000	103,000	241,000
Visitor parties	481,000	277,000	38,000	166,000
Stay (% Parties)				
1 - 5 Nights	68%	79%	59%	54%
6 - 10 Nights	20	15	28	26
11 - 15 Nights	6	3	8	10
16 - 20 Nights	1	1	2	3
21+ Nights	4	2	2	7
Total Party Nights	2,897,000	1,234,000	242,000	1,421,000
Average Party Nights	6.02	4.58	6.36	8.15
Total Person Nights	5,434,000	2,886,000	598,000	1,950,000
Party Type (% of Parties)				
Alone	31%	11%	6%	70%
Couple	34	41	52	19
Family	16	23	22	4
Group (2+)	18	26	20	7

Destination - Nova Scotia May 15 - October 31, 1984
Overnight Travellers Only

VISITOR PROFILE - OTHER
MODE ANALYSIS

	All Visitors	Auto (exclude RV)	RV	Air
Expenditures				
Average party per trip expenditure	$ 400	$ 900	$ 408	$ 545
Per diem party expenditure	69	58	63	88
Per diem person expenditure	39	27	26	62
TOTAL EXPENDITURE	$192,060,000	$84,810,000	$15,504,000	$91,746,000

Destination - Nova Scotia May 15 - October 31, 1984
Overnight Travellers Only

VISITOR PROFILE - SATISFACTION
MODE ANALYSIS

	All Visitors	Auto (exclude RV)	RV	Air
Estimated Total Parties	481,000	277,000	38,000	166,000
Future Intent (% Parties)				
Visit Again	94%	95%	85%	97%
Not Again	3	3	7	1
Uncertain	3	2	8	2
Previous Visits (% Parties)				
Never Before Visited N.S.	24%	22%	43%	20%
Visited N.S. over year ago	38	35	41	40
Visited N.S. within last year	38	42	16	40

Destination - Nova Scotia May 15 - October 31, 1984
Overnight Travellers Only

VISITOR PROFILE - SATISFACTION
MODE ANALYSIS

	All Visitors	Auto (exclude RV)	RV	Air
Visitor Parties	481,000	277,000	38,000	166,000
Trip Purpose (% Parties)				
Convention	2%	2%	-	4%
Other Business	15	6	4	31
Holiday/relaxing/pleasure	37	37	66	27
VFR	35	40	18	33
Outdoor	1	1	-	1
Just Passed Thru	5	7	7	1
Other	5	7	5	3

CHAPTER 11

SOURCES OF TOURISM DATA

TOURISM CANADA

(FORMERLY CANADIAN GOVERNMENT OFFICE OF TOURISM)

AVAILABLE DATA

This information is offered by Tourism Canada (Canadian Government Office of Tourism) in which a multitude of organizations concerned with tourism and travel research in Canada inform their colleagues of the projects in which they are involved. The bulletin is distributed to a mailing list of over 1,800 persons who are involved in tourism research.

If any of the items that appear in the Research Notes are of interest to you, please contact the organization concerned directly.

If you wish to submit items concerning planned travel-related surveys, conferences on travel or recreation research, or findings you wish to circulate to the next issue of the Research Notes, please send a brief description of the item to B.M. Rusk, Marketing Research, Tourism Canada, 235 Queen Street, 4th Floor East, Ottawa, Ontario K1A 0H6.

1. TOURISM CANADA (CANADIAN GOVERNMENT OFFICE OF TOURISM)

For futher information on the following items, contact the Assistant Director, Research and Analysis, Policy, Planning and Coordination, Tourism Canada, unless otherwise indicated. Reports are available for the items where indicated, while other items are included for information purposes

only. When requesting reports, please verify that the report has been completed at the time of your request.

a. Vacation Travel by Canadians in 1982

The study conducted annually by Traveldata Limited of Toronto, is in the planning stages. The questions on the perception of Canada vs. the U.S., the rating of the provinces, and expenditures, will not be included in the 1982 study. New questions cover time available for vacation travel, whether vacation trips included any business purpose, and to help determine the effect of the 1982 economic situation on vacation trip decisions. Results of the study should be available in April or May of 1983.

b. Canadian Travel Survey (CTS)

This series of quarterly national travel surveys conducted by Statistics Canada as a supplement to the Labour Force Survey is funded by the Canadian Government Office of Tourism, with provincial participation for the third quarter survey. The surveys provide detailed information on the value, volume, patterns and characteristics of inter and intra-provincial travel by Canadians. Information is collected on the frequency, seasonality and habits of Canadian travellers as well as socio-demographic characteristics on both travellers and non-travellers. The findings cover all trips of 50 miles (80 km) or more taken by Canadians during the three months preceeding the survey.

The program started in the third quarter of 1978 and twelve surveys will have been completed by the end of 1981 (last two quarters of 1978, all four quarters of 1979 and 1980 and first and third quarters of 1981). Starting with the first quarter of 1982, the Canadian Travel Survey will be conducted on the basis of four quarterly surveys in even numbered years. Results from the first two quarters of 1982 will be available in October 1982.

The findings are being released in the following publications by:

Tourism Canada

1. Travel Trends - Basic quarterly results and year-to-date total

2. Canadian Travel Survey Research Bulletin - Summary of the results from each quarterly survey

3. Canadian Travel Survey - Presentation - Summary of a presentation made to the provincial departments of tourism on some of the findings of the CTS and a brief description of the methodology used.

Statistics Canada

1. Cat. #87-401, Travel, Tourism and Outdoor Recreation, A Statistical Digest; 1978 and 1979, price $8.00 ($9.50 Can. outside Canada). Chapter 1 provides findings covering the calendar year 1979.

2. Cat. #87-504, Canadian Travel Survey, 1979-1980, findings from the Canadian Travel Survey for 1979 and 1980 including regional, quarterly and expenditure data as well as a Summary of survey methodology. The price is $7.00 ($8.50 Can. outside Canada).

For further information with respect to this major survey, contact Tourism Canada.

c. U.S. Potential Market Study

The final stages for the comprehensive study of the United States as a potential market for pleasure travel to Canada have been completed. Market Facts of Canada Limited conducted this major study for Tourism Canada. A total of 2,000 telephone interviews were conducted among market prospects defined as vacation travellers in the past three years who used commercial accommodation or who travelled by mass-modes and whose trip distance was at least equal to the distance from the region defined by the respondent's telephone area code to the Canadian border. The study has been carried out as five concurrent regional studies of the United States. The sampling plan allows for other aggregations of states or area codes for those provinces and travel organizations who wish to contract for special analysis.

The Atlantic Provinces contracted for additional interviews in New England allowing for a separate analysis of that region. Working

through Chris Nagel as their consultant, the four provinces placed questions on the awareness of and attitudes to the attractions offered by the Atlantic region.

A data bank has been created. Requests for information on-line can be directed to Tourism Canada. Depending on the volume of information requested, the cost will vary.

A comprehensive summary of the findings is available.

d. The U.S. Travel Market - A Summary of Recent Data

Tourism Canada has prepared a report that ties together recent sources of data on travel by U.S. residents as it relates to Canada. The report includes: (1) data on trends in the U.S. travel market as a whole such as international departures and results from the United States National Travel Survey; (2) data on U.S. travel to Canada such as international travel statistics on U.S. person-visits and expenditures in Canada and park attendance in Canada by U.S. residents, and (3) attitudinal data from a variety of sources.

This study is available.

e. U.S. Attitude Tracking Study

An annual national survey is being planned with the objective of tracking the awareness of and attitudes to Canadian vacation destinations as compared to U.S. vacation destination alternatives among potential U.S. visitors to Canada for pleasure purposes. The fieldwork will commence in January, 1983.

f. A Survey of Tourism Business's Perception of the Economic Factors and Measures Having an Effect on their Operations

The Policy Formulation Group in Tourism Canada has contracted the Travel Industry Association of Canada to carry out a survey of industry members to determine what factors or policy measures are viewed to be priority concerns. In particular, the Policy Formulation Group, is interested in determining the perceived effects of taxation measures of the recent November and June budgets.

The survey will provide:

i) an objective analysis of the statistical results of the survey; and

ii) an interpretative analysis of the survey results, which support conclusions and recommendations.

The results will be used to provide advice and direction to the policies and programs of Tourism Canada, the Department of Finance, and other federal departments.

g. Study of the Convention and Business Meetings Market in Canada

Tourism Canada has commissioned the firm Thorne, Stevenson and Kellogg to carry out a study of the convention and business meetings market in Canada. The firm will evaluate ways of establishing an on-going data collection system for conventions which are held in Canada, and will look at the potential market for the use of convention facilities in light of the future supply of facilities. The study consists of a telephone survey of officials in all parts of Canada concerned with marketing convention facilities, and a mail survey of users of convention facilities. The final report for this study should be ready by October, 1982.

h. PMB - III

Results from the third study published by the Print Measurement Bureau have been analysed by Research and Analysis and a summary concerning vacation patterns of Canadians for a period covering 1976-1979 has been prepared.

The PMB findings differ from the CTS and the Vacation Patterns (CVPS) sutdies in that the emphasis is on vacation travellers rather than on vacation trips regardless of the number of vacations or destinations.

The study also relates vacation patterns to leisure products and services, as well as to a number of attitudinal statements.

Results for each province, the Yukon and NWT, the North-East U.S., the U.S., Britain and Europe can be obtained from Tourism Canada.

i. Monthly Reports - U.S. Travel Data Centre

Tourism Canada has subscribed to the syndicated monthly survey of U.S. travel patterns maintained by the U.S. Travel Data Centre to determine travel trends and Canada's share of the market. For information on this study, contact the U.S. Travel Data Centre.

j. Intentions of Canadians to Take Vacation Trips: First and Second Quarters

The first and second quarter findings from the Conference Board "Survey of Consumer Buying Intentions" have been released.

An analysis of vacation travel intentions of Canadians is available on request from Research and Analysis, Tourism Canada.

Details of the consumer buying intentions surveys can be obtained from the Conference Board of Canada, Suite 100, 25 McArthur Road, Ottawa, Ontario K1L 6R3.

International Studies

k. Market Probe Studies: Primary, Secondary and Emerging Markets

Market probe studies were done initially in Australia and Switzerland in 1980, and the United Kingdom, France, Mexico, Italy and the Netherlands in 1981. In 1982, Tourism Canada is carrying out market probe studies in Australia, Japan, Switzerland and West Germany.

The market research plan calls for a market probe to be conducted every two years in these countries in order to measure changes over time and to establish trends on key market data. The methodology calls for up to nine standardized questions to be placed on a National Omnibus Study with a sample of approximately 2,000 adults in each country.

The results of the studies carried out in 1980 and 1981 are available. The results for 1982 are not yet available.

In addition, Tourism Canada has carried out mini-probe studies in sixteen secondary and emerging markets in 1982. Summaries of the results for these mini-probes are available.

l. Attitudes of Residents of the Netherlands to Canada as a Holiday Destination

The study is being done to measure the attitudes of Dutch long-haul travellers to long-haul travel and in particular to travel to Canada.

The study will be done at four year intervals. In the past Tourism Canada has done similar studies in the U.K., France, West Germany and Japan. The Dutch study is expected to be completed by the end of 1982.

The studies of the United Kingdom and West Germany have been completed and summaries of the results for these two studies will be available at the end of 1982.

OTHER FEDERAL REPORTS

2. STATISTICS CANADA - TRAVEL, TOURISM AND RECREATION SECTION

a. Travel-log, Catalgoue #87-003

Catalogue #87-003 is a new bulletin to be issued four times a year, commencing 1982. It will contain highlights of findings from current surveys and studies undertaken in the Travel, Tourism and Recreation Section.

The first issue featured the new quarterly Travel Price Index (TPI) with a 1979-1980 weighting system. Subsequent issues will update the TPI and introduce other indicators. The second issue dealt with the results of the 1981 Travel to Work Survey.

The price of Travel-log is $1.50 an issue or $6.00 a year.*

b. Travel Price Index (TPI)

The revised annual average TPI (1971-100 and 1970-80 weighting system) was 261.3 in 1981 up 15.9% from 225.4 in 1980. Over the same period the Consumer Price Index (CPI, 1971-100) rose by 12.5%. The primary reasons for the larger increase in the TPI were increases in the cost of private automobile operation and intercity transporation.

For further information on the Travel Price Index see issue Number 1 of Travel-log and updates in subsequent issues or contact Doug Higgins, Travel, Tourism and Recreation Section, Statistics Canada, 16th Floor, R.H. Coats Building, Ottawa, Ontario K1A 0Z5, Telephone (613) 995-9689.

c. Travel to Work Survey

Estimates from the Survey conducted in November 1981 indicate that although the use of automobiles in the journey to work was 3% higher than in the same month two years earlier, the use of public transportation for commuting increased 11% over the same period. Nevertheless 52% of commuters in Canada travelled to work alone in an automobile while another 21% travelled two or more to a private

vehicle. Public transportation accounted for 16% of commuters, while another 10% walked to work.

For further information on the Travel to Work Survey 1981 see issue Numer 2 of Travel-log. Information is available in more detail for the years 1976-1980 in Catalogue #87-503 Travel to Work, price $6.00*. For general information on the Travel to Work Survey, contact Janice Ife, Travel, Tourism and Recreation Section, Statistics Canada, 16th Floor, R.H. Coats Building, Ottawa, Ontario K1A 0Z5, Telephone (613) 995,9689.

d. Facts and Figures on Travel, Tourism and Recreation

An attractive bilingual wall chart describing 15 leading relevant Statistics Canada publications with accompanying order form is now available. For free copies, call Judy Reid at (613) 995-9689 or write Travel, Tourism and Recreation Section, Statistics Canada, 16th Floor, R.H. Coats Building, Ottawa, Ontario K1A 0Z5.

e. Travel, Tourism and Outdoor Recreation, 1980 and 1981

Travel, Tourism and Outdoor Recreation's popular statistical digest is being prepared again with a publication target of December 1982. In addition to updating those data most in demand, it includes information from new surveys such as the Passenger Car Fuel Consumption Survey, the Passenger Bus Origin and Destination Survey

and the Sports Fishing Survey. This edition includes new chapters on Air Travel and Canadian Tourism both of which integrate findings from leading Statistics Canada surveys on travel and passenger transportation. Other additions made in response to numerous requests include an index and a section on definitions. This publication is catalogue #87-401.

* All Statistics Canada catalogued publications may be ordered from Publications Sales and Services, Statistics Canada, Ottawa K1A 0V7. Please add 20% for orders from outside Canada.

3. CANADIAN WILDLIFE SERVICE

Findings in a recent paper in the Journal of Wildlife Management on the "Importance of question wording and response burden" in a survey of recreational hunters reveals that changes in wording or burden produced participation estimates that differed from one another by as much as 128%. The difference was considerably larger than the sampling error in the experimental survey. The paper relates the findings to those of earlier studies in the literature and exhibits emerging response bias patterns in social surveys. Copies of the paper may be obtained by contacting Mr. Fern Filion, Coordinator, Social Studies, Canadian Wildlife Service, Department of Environmnet, Ottawa, Ontario, 997-1841.

4. THE CANADA FITNESS SURVEY - PRELIMINARY FINDINGS

The $2.9 million Canada Fitness Survey, funding and initiated by Fitness Canada, was the largest and most comprehensive study of activity and fitness ever undertaken in the world. The testing and data collection for this national in-depth study was carried out between February and July 1981. It involved the testing and questioning of some 30,000 Canadians between the ages of seven and 97 in 12,000 households within 82 communities across the 10 provinces adn 2 territories. The preliminary findings are based on a one-third sample of the collected data.

Single copies of "Canada's Fitness: Preliminary Findings of the 1981 Survey" may be obtained free of charge by sending a self-addressed envelope to: Canada Fitness Survey, 506-294 Albert Street, Ottawa, Ontario K1P 6E6.

Multiple copies are available at $2.00 each, including postage and handling.

5. EMPLOYMENT AND IMMIGRATION CANADA - LABOUR MARKET INFORMATION

a. The Monthly Occupation Information Report (MOIR)

1.0 Description

This report is part of the new program by Employment and Immigration Canada to improve labour market information at the local level. Presently, the MOIR is only available for various Canada Employment Centre (CEC) areas. The section below on geographical

coverage and contact unit indicates which CEC areas are covered. There are future plans to have a MOIR for each CEC area within Nova Scotia.

The MOIR for each CEC area contains selected occupational (7-digit CCDO codes) wage rates, working conditions, and supply and demand conditions. Most of the traditional occupations in the tourism sector, like various types of cooks, bartenders, housekeepers, etc., are covered in the Monthly Occupational Information Reports (MOIR). It should also be noted that the labour market supply indicator used in all the MOIRs (unemployment insurance claimants by 7-digit CCDO codes) is available for all CEC areas in Nova Scotia, and there are provincial totals. For this unemployment data, please contact the Regional Manager of Econonic Services at 1-902-426-5180 or write to: Regional Manager, Economic Services, Employment and Immigration Canada, P.O. Box 2463, Halifax, Nova Scotia, B3J 3E4.

2.0 Geographical Coverage Area and Contact Unit for the Monthly Occupational Information Reports

Coverage Area	Contact Unit
All CEC offices on Cape Breton Island	Labour Market Information Unit in the CEC Sydney office; Phone 1-902-564-7238.
Halifax-Dartmouth-Bedford CEC office areas	Labour Market Information Unit in the Bedford CEC; Phone 1-902-835-6310.

Kentville, Middleton and Windsor CEC office areas	Labour Market Information Unit CEC Kentville; Phone 1-902-678-7391.
Bridgewater, Chester, Lunenburg & Liverpool CEC office areas;	Labour Market Information Unit in CEC Bridgewater; Phone 1-901-543-9181.
New Glasgow CEC office area	Labour Market Information Unit, CEC New Glasgow; Phone 1-902-752-0500.

b. Canadian Occupational Projection System (COPS)

1.0 Description

An economic model which estimates Employment by Industry (69 industries) and occupation (4-digit CCDO codes), historical and projections to 1992 under six different economic scenarios. In the COPS model there is no clear industrial classification for tourism. The COPS model does, however, include the industry classifications (SICs) which have the economic activities associated with the tourism sector. These industry classifications include: trade (wholesale and retail); recreational services, personal/hospitality services (accommodation and food service sectors),

etc. Thus employment projections for the industries associated with tourism under six economic scenarios are available to 1992. The historical estimates include an industry by occupation and an occupation by industry profile from the 1981 Census coupled with changes from the 1971 Census.

2.0 Geographical Coverage and Contact Unit

The COPS model only covers the provincial level for Nova Scotia. There are, however, plans to have the COPS model produce output at the sub-provincial level. For more information about the COPS model, please contact the Regional Manager - Economic Services, Employment and Immigration Canada at 1-902-426-5180, or write, Regional Manager, Economic Services, Employment and Immigration Canada, P.O. Box 2463, Halifax, Nova Scotia, B3J 3E4.

c. Institutional Training Data

1.0 Description

Training data is available on the number of people starting and completing Institutional Training sponsored by the Federal Government by occupation (4-digit CCDO codes) for Nova Scotia. The number of people starting and completing various courses from various Institutions within Nova Scotia is also available. For more detailed information, please contact the Nova Scotia Regional Manager of Training Services for Employment and Immigration Canada at 1-902-426-7896, or write: Manager of Training Services, Employment and Immigration Canada, P.O. Box 2463, Halifax, Nova Scotia, B3J 3E4.

d. Summary

For more information on any or all of the above items or other labour market information needs, please contact the Nova Scotia Regional

Manager of Economic Services for Employment and Immigration Canada at 1-902-426-5180, or write:

Regional Manager
Economic Services
P.O. Box 2463
Halifax, Nova Scotia
B3J 3E4

PROVINCIAL TOURISM STATISTICS

AVAILABLE DATA

Many sources of information collected on Tourism activities and related activities are maintained by several government departments which include:

Department of Tourism

Comprehensive statistics on the Tourism Industry are gathered on an annual basis.

Department of Education

Museum attendance counts - The provincial museum system is administered by this department and statistical counts are available on request.

Department of Lands and Forests

Provincial campgrounds - Administered by the Department of Lands and Forests, comprehensive statistics are available on yearly basis.

Department of Transportation

Vehicle Counts - The Department of Transportation has 34 permanent automatic counters embedded in strategic locations throughout Nova Scotia. Although the department uses these counts for non-tourism related analysis, the volume of traffic may be helpful in some instances.

Department of Development

The Mainstreet Program collects minor information from participating locales in their "Downtown Data Base Business Survey." Merchants respond to questions indicating the value of tourism by season to the viability of their trade.

Department of Agriculture

The Nova Scotia Farm and Country Vacation Program is administered by the Department of Agriculture. Yearly stats are prepared.

Department of Public Health

The Nova Scotia Department of Public Health Licenses Restaurants and Food Services and maintains records.

Department of Culture, Recreation and Fitness

The Nova Scotia Department of Culture, Recreation and Fitness maintains files on cultural and recreational activities in the Province.

APPENDICES

APPENDIX A

ACCURACY OF FIGURES

STATISTICAL VARIANCE RATES

The following approximate variance rates are considered reasonable and consistent and are agreed by the Department of Tourism with regard to statistical data published by the Department and included in this report.

Data	Variance Rate
Traffic Survey Vehicle Count	Less than 1%
Accommodation returns	5% to 10%
Air traffic survey	4%
Train	4%
Spending estimates per visitor	4%
Auto exit survey/Resident Traveller Survey	4%, but figures for spending are only good for the year of survey.
Campgrounds	10%

APPENDIX B

STATISTICAL PRECISIONS

Users of Tourism information frequently need to know how good the data is -i.e., data precisions. A statistical precision is defined as the range of values, estimates taken with a specific degree of confidence of avoiding errors. For example, the 1978 Air Exit Survey estimates that air travel parties spend about $261.00 per trip. The 2,859 air party interviews show the actual average of all parties falls within the range of $252.00 to $271.00, 95 times out of 100. This means that there is only 5 chances in 100 that the average will fall outside this range.

Stated as a percentage, the actual average is within plus or minus 3.7 percent of the $261.00 average dollar expenditure, 95 times out of 100. This percentage is calculated by taking the difference between the mean and the lower or the upper values of the range (plus or minus $9.00), dividing it by the mean ($261.00) and multiplying by 100. It is this percentage that expresses the reliability of an estimate in such a way as to make comparable statistics. Therefore, it is this percentage, called relative precision, that is the most useful as a measure of the credibility of the data - i.e., how good the data is.

The important point to realize is that these precisions apply to statistics (example - average expenditure per trip) and not surveys (example - air exit survey). Thus, the 3.7 percent precision obtained for the average air travel party

expenditure ($261.00) and not to the overall air exit survey. Thus, no general statement can be made about a particular survey precision, rather only about particular statistics used from that survey.

It is suggested that publications should adopt the format utilized by Tourism Canada in their Canadian travel survey. Here, statistics are reported and assigned a certain letter which is an indicator of the reliability of the estimate.

APPENDIX C

TOURIST REGIONS OF NOVA SCOTIA

THE ANNAPOLIS VALLEY REGION begins at a point near Windsor following the suggested boundaries for Fundy Shore, Halifax and South Shore in Hants County. This region includes Kings, Annapolis and Digby Counties, and following the South Shore boundary in a straight line to the Yarmouth ferry dock. This region includes the Town of Yarmouth.

THE SOUTH SHORE REGION extends from Halifax Regional boundary. Follow the Hants/Halifax County line to the Lunenburg County line. Follow the Lunenburg, Queens County lines through the centre of the Province to the Yarmouth County line and from there in a straight line to the Yarmouth ferry dock.

THE HALIFAX/DARTMOUTH REGION includes the City of Halifax and the part of the County shown on the Highway Map by a line drawn from Exit 1 of the Bicentennial Highway to Exit 3 on Route 101. Follow the Halifax County boundary to Gay's River. Follow a straight line from that point to the Dartmouth City boundary where Route 318 enters the city. Follow Dartmouth City boundary.

THE EASTERN SHORE REGION includes Guysborough, Eastern Halifax County to the Halifax Region.

THE CAPE BRETON REGION includes all of Cape Breton Island.

THE NORTHUMBERLAND SHORE REGION includes Northern Cumberland and Colchester Counties and all of Pictou and Antigonish Counties. The boundary is along Trans-Canada to Wentworth - in a straight line from Wentworth to Mount Thom and follows the Colchester, Pictou boundary to the Eastern Shore boundary.

THE FUNDY SHORE REGION includes the remainder of Cumberland and Colchester Counties and part of Hants County. The boundary line extends just east of Route 1 from the Avon River to the Hants/Halifax Border at South Uniacke. This region includes the Town of Amherst.

NOTE: The Tourist Regions were designated by the Department of Tourism in 1973 in order to promote the trail and travelway system. These regions are not the same as the regions covered by private sector area tourism associations.